

**A MIXED METHOD STUDY TO ASSESS THE
EFFECTIVENESS OF (IEC) PACKAGE REGARDING
IMPACT OF SOCIAL NETWORK ON KNOWLDGE AND
LIFESTYLE CHANGES AMONG COLLEGE STUDENTS
STUDYING IN SELECTED COLLEGE,
TIRUVANNAMALAI**

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DISSERTATION SUBMITTED TO
THE TAMIL NADU DR.M.G.R.MEDICAL UNIVERSITY
CHENNAI
IN PARTIAL FULFILMENT OF REQUIREMENT FOR THE DEGREE
OF
MASTER OF SCIENCE IN NURSING
OCTOBER 2016

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LIST OF ABBREVIATIONS

APS	-	American Psychiatric Association
ESU	-	Excessive Internet Use
ASN	-	Abuse of Social Network
ISN	-	Impact of Social Networks
PIU	-	Problematic Internet Use
LSC	-	Life Style Changes
AAP	-	American Academy Paediatrics
IMA	-	Internet Mobile Association
BBC	-	British Broadcasting Corporation
IEC	-	Information Education Communication
SN	-	Social Network
MSN	-	Misuse of Social Network
SNS	-	Social Network Site
SNA	-	Social Network Addiction
ID	-	Internet Addiction
MD	-	Mean Difference
NS	-	Not Significant
F	-	Frequency
UG	-	Under Graduate
S	-	Significant
SD	-	Standard Deviation
UN	-	United Nation

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ABSTRACT

A Mixed Method Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Life Style Changes among College Students Studying in Selected College, Thiruvannamalai.

INTRODUCTION

Social network have become prominent parts of life for many young people today. Most people engage with social network without stopping to think what the effects are on our lives. There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Face book, Twitter, LinkedIn, Pinterest, Google +, Instagram, gaming sites, and blogs. **According to World Health Organization** Nearly two-fifths or 38.5 percent of all students surveyed fall within the overweight or obese/extremely obese categories 29.1 percent student suffered physical health 1.2 billion Face book users, in that 450 million people suffering from mental disorders.

The many dangers of social network, including mental and physical implications. Some physical effects of social network are, weight gain, poor posture, eye strain and poor circulation, inadequate sleep, neglecting diet pattern. Social network may also have effects on mental health, social network to decreased self-esteem, depression, addiction and suicide. That excessive use may leave social network user lonely, detached and bored, anxiety. This study highlights the significance of IEC Package to modify the life style and reduces the risk of negative impact of social network use and to give the awareness of health problem among college students.

OBJECTIVES:

To assess the effectiveness of (IEC) Package to enhance the knowledge regarding impact of social network and to modify the unhealthy life styles to healthy life style among college students studying at selected college, Tiruvannamalai.

RESEARCH DESIGN:

The research design adopted for this study is embedded design which comes under concurrent design of mixed method design.

SETTING:

The study was conducted in Arunesha arts and Science College, located at Tiruvannamalai, and duration of the study was 4 weeks only.

SAMPLING TECHNIQUE:

In Qualitative study purposive sampling technique was adopted

In Quantitative study Simple Random sampling technique was used by using lottery method was adopted to select the subjects who met the sample selection criteria

PARTICIPANTS:

In Qualitative method 80 students recruited between 18 - 25 years age, who fulfil the inclusive criteria.

In Quantitative method 50 students recruited who fulfil the inclusive criteria.

INTERVENTION:

Selected interventional package (IEC) Package was provided after the pre-test assessment among the college student. The duration of the session was 30 - 45 minutes. Post test was conducted to evaluate the effectiveness of IEC package.

MEASUREMENT AND TOOL:

Qualitative data was collected by focus group questionnaire method regarding Impact of social network. Quantitative data was collected interview method regarding impact of social network on Knowledge and life style changes by using of structured knowledge questionnaire and life style modification scale.

RESULTS:

Qualitative method: On thematic analysis revealed that Out of 80 students a majority, 50 students have the negative impact on their life such as, poor academic performance, mental dullness, lack of concentration, physical illness, sleeplessness, neglecting the diet on proper time, less social interaction in society, many participant reported that social network creating the risk for their personal life, and abolishing the written and oral communication skill and they have reported that they dependent on social network.

Quantitative method: On analysis of pre-test knowledge the mean value was 5.06 with S.D 2.79 and post-test mean value of mean was 12.08 with S.D 9.5. The calculated paired “t” value of $t = 20.100$ was found to be statistically significant at $p < 0.001$ level.

On analysis of pre-test life style changes, the mean value was 67.7 with S.D 13.9 and post-test mean value of life style changes was 32.06 with S.D 6.90. The calculated paired “t” value $t = 12.72$ was found to be statistically significant at $p < 0.001$ level.

On analysing the post-test knowledge, the mean value was 12.08 with S, D 9.5 and the post-test mean level of life style changes value was 32.06 with S.D 6.90. The calculated Karl Pearson’s correlation value of $r = 0.775$ shows a positive correlation which found to be statistically significant at $p < 0.001$ level which indicate that there was difference in the post test level of knowledge and life style changes among students, this clearly shows that the administration of IEC package may enhanced the knowledge and improve the healthy life styles.

CONCLUSION:

The present study assessed the Effectiveness (IEC) package regarding impact of social network on knowledge and life style changes among college students in selected college at Tiruvannamalai. The study findings concluded that there was a statistically significant difference in the level of knowledge and life style changes after (IEC) package.

CHAPTER – I

INTRODUCTION

“We all have ability. The difference is how we use it.”

-Stevie Wonder

1.1 BACKGROUND OF THE STUDY

A **social network** is a website that brings people together to talk, share ideas and interests and makes new friends.

Social networking has greatly impacted society, especially when it comes down to common sites such as face book, my space, or even twitter. Social networking has a positive impact on society but mostly has a negative impact.

Social networking site is described as a “website where individuals can set up an online profile, describing his/her interests”. It has been seen to have both a negative and positive effect on society. The social networking websites make it so that the way people can easily interact with the people around them whether it is people they know or people they don’t. Sites such as face book, Myspace, and twitter give people the opportunity to communicate with other individuals.

Abuse of social network can have various negative consequences for the internet addict, such as failure to fulfil role obligations at school and at home, impairment of social relationships, violating schools rules and laws because of social network.

World Health Statistics report (2016) states that the number of social network users worldwide estimated that there will be around 2.55 billion social network user, The most popular network is “face book” which is the leading social network 1.59 billion of monthly face book user, 700 million Whatsapp user, 305 million twitter user, photo sharing app. Instagram had over 400 million user, 555 million blog user, approximately 2 billion internet users are using social network. Among 1.2 billion face book users, 450 million people are suffering from mental disorders.

The numbers of social network users in India are estimated that there will be around 197 million active users in India. Among top social network sites in India Whatsapp is the leading social network. There are 900 million Whatsapp user, 118 million face book users, college students and young men still form 60 percent of social network user in India. In Tamilnadu, around 27.1 percent of students have been diagnosed with a mental health illness within their lifetime 18.5 percent were reported being diagnosed during their lifetime with depression and 16.3 percent were diagnosed with anxiety. Nearly two-fifths of 38.8 percent of students have overweight or obese/extremely obese categories.

According to **Honor Whiteman, (2015)** stated that “Face book is the leading social networking site, with more than 1.2 billion global active users every month”. The site's popularity is followed closely MySpace, Twitter, LinkedIn. The latest statistics show that around 42% of online adults use multiple social networking sites. The majority of social network users are under the age of 30- years. Around 45% of Internet users aged 65 years or older now use Face book, increasing from 35% in 2012.

American Academic Paediatrics articles stated that, Seventy-five percent of teens now own cell phones, and 25 percent use them for social media, 54 percent for texting, and 24 percent for instant AAP, discouraging parents from letting kids use Face book and other sites, but they're urging parents to follow the guidelines they've laid out. This way electronic media can serve their kids rather than harm them. Here are some of the guidelines AAP recommends messaging and more than 50% of US teens log onto social media sites every day. Get your kids talking about their social media lives just so you know what they are doing. Check in with them daily about cell phone and computer use. Keep yourself in the loop. Keep your computer in a public area of your home so you can see what's going on.

American Psychiatric Association (2013) reported that internet addiction can cause both mental issues, such as lack of social engagement and decreased productivity, and physical health issues, such as back/neck muscular problems, Carpal Tunnel Syndrome, and problems with quality of sleep. Some studies even suggest that Internet Addiction can be physically damaging to the brains of Adolescents and young adults.

Among issues of social network to create the awareness to the public regarding social networks addiction and to make healthy young generation.

Dr. A. JeesuKulandairaj (2010) conducted a descriptive study to assess the impact of social network on life style of youth. Samples are selected from students of different colleges and higher secondary schools and youth working in various companies and offices in Chennai, Tamil Nadu. Data was collected through questionnaire method and interview method. The researcher interviewed the young people both male and female. The sampling method in this study is stratified convenience random sampling. The study reveals that youth who are spending more than 6 hour in SNS is highly influenced by SNS in their lifestyle than others.

1.2 NEED FOR THE STUDY:

Social network have become prominent parts of life for many young people today. Most people engage with social network without stopping to think what the effects are on our lives. There are many positive aspects, but there are equally as many dangers that come with the use of social network.

Excessive Internet use is emerging as one of the more negative aspects of young people's online activities. For youth, the negative aspects of the Internet include Internet addiction as well as online risks such as exposure to sexually explicit material and online victimization including harassment or cyber bullying.

There are many dangers of social network, including mental and physical implications. Some physical effects of social network are weight gain, poor posture, eye strain, poor circulation, inadequate sleep and neglecting diet pattern. Social network may also have effects on mental health, decreased self-esteem, depression, addiction and suicide. The excessive use may leave social network user lonely, detached bored and anxiety.

Abuse of social network can have various negative consequences for the internet addict, such as failure to fulfil role obligations at school and at home, impairment of social relationships, violating schools rules and laws because of social network.

British Broadcasting Corporation News report (2014) stated that as the youth tend to spend many hours on these sites, they rarely have face-to-face interaction. According to various studies, scientist's evaluation determined that social isolation can lead to a host of emotional, psychological, physical and mental problems which include anxiety, depression and somatic complaints. Being social and connected had become dangerous for both mind and body.

Teenagers today are becoming more self – centered caused by their urge to create an image for themselves through the Face book profiles. Therefore these social networking sites are not just affecting the mind but are also affecting the body by creating more unhealthy people. These sites may also lead to addiction. The violation of human right is another set of negative impact on teenagers. This is due to too much of freedom of teenager that leads to meet up resulting to harassment and abuse.

Mobile Association of India (2015) stated that in the 26 cities that covered 65,000 persons in that 1.6 million school children use the internet for about 322 minutes a week and about 3.4 million college students use the internet about 433 minutes a week.

Sudipta Deb Roy (2014) conducted a study to assess the Impact of Social Networks on Education and life of Undergraduate level students of Karimganj town Vivekananda College of Education. The study was conducted on sample of 60 undergraduate students of Karimganj Town including male and female and were selected on the basis of randomized techniques of sampling from different government and private colleges of karimganj town. Questionnaire method was used to collect data. The study Results reveal that 43.18% people use Social Networking sites for communication with friends 11% use for uploading photos and videos, 6.81% they use for discussing study materials with their friends, about 38% people use for all the above purposes. 40% people agreed that they are surfing social networking sites daily.

Bonasanya (2010) a descriptive study was conducted in china, for adolescent for problematic internet use. The sample consist of 708 fresh man (360 male & 348 female) sample was selected by using simple random sampling method. The study result revealed that weekly internet use of participant most of respondents 59.75% used internet (male 63.89% & female 59.75%). Majority participant use 2-4 hours on internet each day, (46.39%) female participants, (50.29%) male participants were reported that their life style was changed because of excessive use of social network.

From the above review and investigators experience, student's experiences varied level of health problem, because of social network they spent excessive time on the social network, they changed their dietary patterns by postponing or ignoring regular meals, having a bite of whatever was available, social network use, thereby reversing their sleep pattern and they reduce the academic performance. This motivated the investigator to undertake a study to assess impact of social network on knowledge and life style changes among college students at Tiruvannamalai.

1.3 STATEMENT OF THE PROBLEM:

A Mixed Method Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Lifestyle Changes among College Students Studying in Selected College, Tiruvannamalai.

1.4 OBJECTIVES

1. To assess the impact of social network among college students.
2. To assess the pre and posttest level of knowledge regarding impact of social network among college students.
3. To assess the pre and post test level of life style changes regarding impact of social network among college students.
4. To correlate between post test level of knowledge and life style changes regarding impact of social network among college students.
5. To determine the association in the pre and post test mean difference level of knowledge and life style changes among college students with their selected demographic variable.

1.5 OPERATIONAL DEFINITION

Effectiveness

In this study, effectiveness refers to the outcome of IEC Package on the level of knowledge and life style changes regarding the impact of social network assessed by using structured knowledge questionnaire and life style modification scale.

IEC package

In this study IEC package refers to information, education and communication where information, education given using lecture method on social network both positive benefits negative effects and misuse of social network, and management of social network addiction, education is given using by power point presentation.

Information & Education

It is a transmission of the content regarding impact of social network & measures for positive life style changes through lecture method using lesson plan.

Communication

It is a transmission of information on the impact of social network and measures for positive lifestyle changes through the use of PPT.

Impact

In this study, impact refers to both positive and negative effects of social network.

Social network

Social network refers to the way of communication among college students who share their interest, activities, and real life connection through Facebook, Whatsapp.

Knowledge

In this study, knowldge refers to awareness of college students regarding impact of social network and to modify the life styles.

Lifestyle changes

It refers to day to day activities influenced by the impact of social network effect on physical activity, mental activity, sleep pattern changes, diet pattern changes, and academic performance changes, which was measured by using life style modification scale.

College students

In this study it refers to students between the age group of 18 – 25 years studying UG course.

1.6 ASSUMPTION:

1. The College students may use social network frequently and may have decreased knowledge regarding impact of social network which may alter their life style.
2. IEC package regarding impact of social network may enhance the knowledge regarding impact of social network and improve the positive life style changes

1.7 NULL HYPOTHESES:

- NH₁** . There will be no significant difference between pre and post-test level of knowledge regarding impact of social network among college students at $p < 0.05$ level.
- NH₂** . There will be no significant difference between pre and post-test level of life style changes regarding impact of social network among college students at $p < 0.05$ level.
- NH₃** . There will be no significant correlation between post-test level of knowledge and life styles changes regarding impact of social network among college students at $P < 0.05$ level
- NH₄** - There will be no significant association in the pre and post-test mean difference level of knowledge and life style changes regarding impact of social network among College students with the selected demographic variables.

1.8 DELIMITATIONS

1. The study period is delimited to 4 weeks only.
2. The study is conducted in selected setting only.

1.9 CONCEPTUAL FRAME WORK

The Conceptual framework or a model is made up of concept. It provides the guidelines to proceed to attain goal and objective of the based on the theory. It is a schematic representation of the steps, activities and outcome of the study.

The investigator adapted **J.W.KENNY OPEN SYSTEM THEORY** as a base for developing the conceptual framework.

The study is based on the concept that teaching the IEC package regarding impact of social network knowledge and life style changes to college students studying in selected college.

In Input:

In this study, input refers to demographic variables such as Age, Educational status of father, Monthly income, Type of family, Mode of social network use, Purpose of social network use, and Duration of spending in social network.

The Investigator assess the pre-test level of knowledge and life style changes among college students by using structure knowledge questionnaire and life style modification scale.

An open system is a system that regularly exchanges feedback with its external environment. Open system are inputs, process, output, goals, assessment and evaluations and learning are all important to open system include the boundaries external environment and equal finality.

Healthy open system continuously exchanges feedback with their environment, analyse that feedback, adjust internal systems as needed to achieve the systems goals, and then transmits necessary information back out to the environment.

Throughput:

In this study, throughput refers to providing intervention of IEC package. The IEC package refers to information, education communication where information, education given lecturer method by using power point presentation on introduction, risk factor associated with social network, positive impact and negative impact of social network for improving the lifestyle modification and prevention of social network addiction.

Output:

In this study, Output refers to assessment of post test level of knowledge and life style changes among college students by using structure knowledge questionnaire and life style modification scale.

The population is categorized based on their knowledge such as adequate knowledge, inadequate knowledge and life style was categorized by healthy life style and unhealthy life style. And those with inadequate knowledge and unhealthy life style will be reinforced with information education communication.

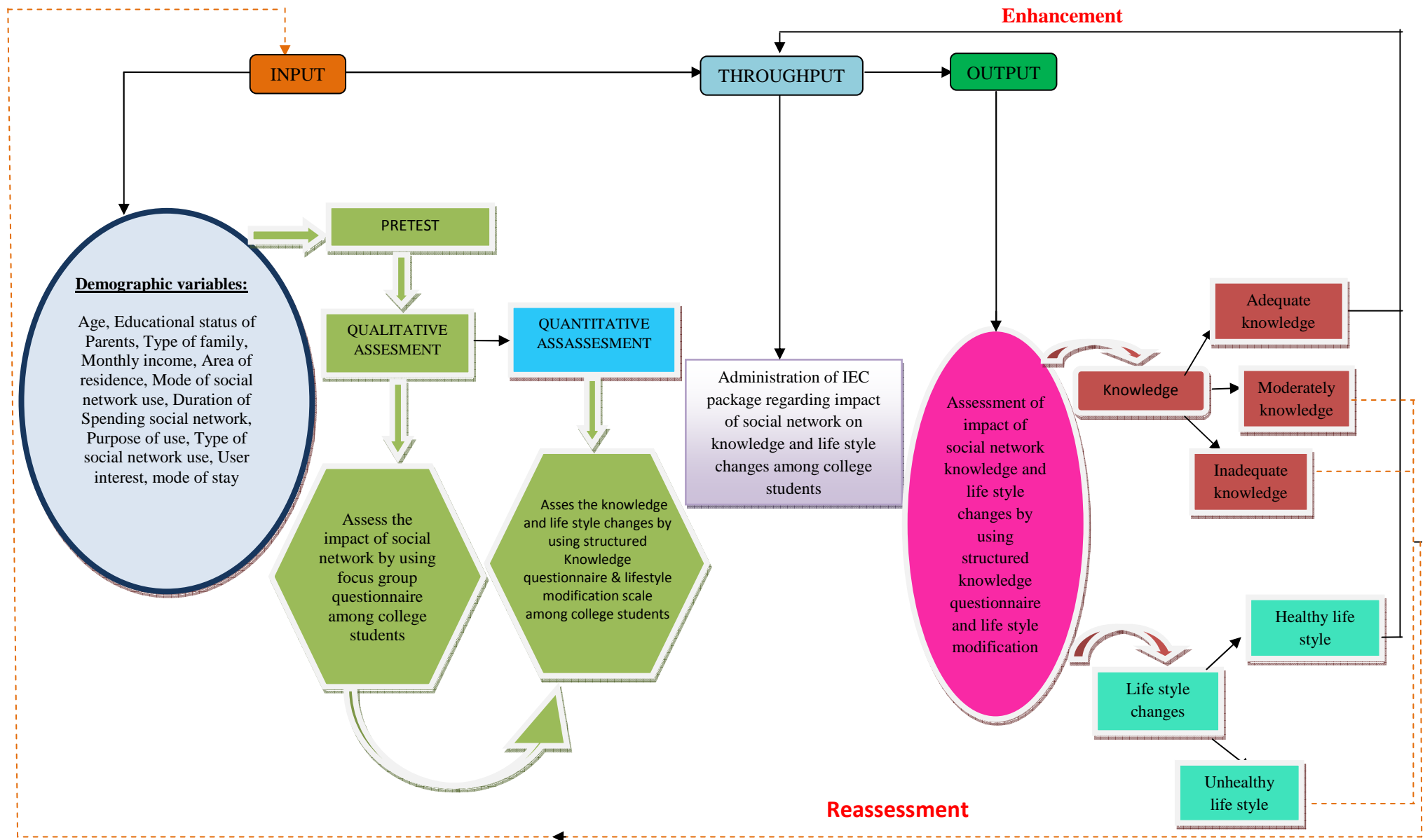


FIG. 1. CONCEPTUAL FRAMEWORK BASED ON J.W.OPEN KENNY SYSTEM THEORY

CHAPTER - 2

REVIEW OF LITERATURE

The review of literature is an essential aspect of scientific research. It entails the systematic identification, reflection, critical analysis and reporting of existing information in relation to the problem of interest. The purpose of review of literature is to obtain comprehensive knowledge and in-depth information about the effectiveness of IEC package regarding impact of social network on knowledge and life style changes among college students.

Review of literature is “a systematic study of a number of previous studies which help to support the research work done”. It includes all types of studies. It gives an idea of how the study can be conducted and what was already on this context of study.

The review of literature is organized under the following sections:

Section 2.1: Reviews related to impact of social network

Section 2.2: Reviews related to impact of social network lifestyle changes

Section 2.3: Reviews related to effectiveness of IEC package on impact of social network

Section 2.1: Reviews related to impact of social network

Sudipta Deb Roy (2014) conducted a study to assess the Impact of Social Networks on Education and life of Undergraduate level students of Karimganj town Vivekananda College of Education. The study was conducted on sample of 60 undergraduate students of Karimganj Town including male and female and were selected on the basis of randomized techniques of sampling from different government and private colleges of karimganj town. Questionnaire method was used to collect data. The study Results reveal that 43.18% people use Social Networking sites for communication with friends 11% use for uploading photos and videos, 6.81% they use for discussing study materials with their friends, about 38% people use for all the above purposes. 40% people agreed that they are surfing social networking sites daily.

Ghulam shabir (2015) conducted a descriptive study to assess the impact of social network on youth in is lamia university of Bahawalpur, Pakistan. The population of the study was youth of Bahawalpur City. The sample of 300 youngsters was selected using non random sampling method. Study samples included both male and female in Bahawalpur City. Data was collected through questionnaire method. Finding shows that majority of the respondents show agreement with these influences of social network. Respondents opted face book as their favourite social network form, and then they like Skype as second popular form of social network, 46 percent responded to connect social network in education purpose.

Khan, Shahzad (2014) conducted a descriptive study to assess the “Impact of Social Networking Websites on Students”. The purpose of this study was to explore the impact of social networking websites on students. Data were collected through questionnaire method. The 168 respondents were randomly selected from Pakistan. The findings of the result revealed that the students whose age range from 15 to 25 mostly use networking websites for entertainment, 60% of male students commonly used social networking websites for knowledge. Graduate students generally prefer social networking websites for entertainment. The analysis also showed that 67% people used social networking websites due to influence of their friends.

Aida Abdullah (2014) conducted an explanatory study to assess the negative effects of social network sites such as Face book among Asia Pacific University scholars. The researcher distributed 152 surveys to students of the chosen university to examine and study the negative effects. The population in this study is around eight thousand students. The researcher used Random Sampling method. Data was collected through survey questionnaire method. Snowball sampling method was used. The study result revealed that signifies that using social network sites might damage the health, specifically the user might get addicted to the internet. In addition, the researcher rejects hypothesis null and accepts the hypothesis.

Dr.NorAzuraAdzharuddin (2014) conducted a study to assess the Social network sites (SNS) influence upon academic performance of Malaysian students. The population of the study is 200. Data were collected through questionnaire method. Sample was selected by using random sampling method.

The study findings reveal that social network sites it has attracted millions of users due to affordance and reach. The review shows that it is used for different purposes. While some use it for socializing purposes, others use it for academic purposes to complement classroom teaching and learning activities. Although there is evidence that student's use of SNSs might affect their performance. This indicates that while some students use SNSs for socializing, others might use it for learning activities thus enhancing academic perform.

Kayseri Turkey (2014) conducted a qualitative study is to assess the effects of social networks on student in Malaysia. Participants of the study were 24 students (6 males and 18 females). Data were collected through focus group interviews methods. Purpose sampling techniques method was used. The study revealed that only four students expressed that social networking has no effect at all while others agreed that social networking has somewhat positive and negative effects on their social lives. The most common positive effect emerged as keeping in touch with the ones whom can be seen rarely or cannot be seen at all, the participating students expressed that communicating with old friends through social networks as one positive effect of these sites, and they also mentioned that changing lifestyles by time may cause negativities in communication.

Wang et.al., (2013) conducted a descriptive study to assess the Effect of Social network on College Students. This study explores the advantages and disadvantages of student's use of social networking. Total sample size is 50, in that 48 including (26 males and 22 female students. Data were collected through interview method. The study result revealed that 45% of the sample admitted that they spent 68 hours per day checking social media sites, while 23% spent more than 8 hours 20% spent 2-4 hours and only, 12% spent less than 2 hours on this task. The study concluded that while most college students used social media and spent many hours, there was a negative aspect to college students, use of social network.

Dr.Musah Adams (2013) conducted a mixed method study to assess the influence of social network for academic performance among college students. This involved the survey of students in four senior high schools and interviews of heads of the senior high school in Department of Information Studies University of Ghana.

The total population for the study was Five Thousand Two Hundred and Forty Nine (5249). The stratified sampling method was adopted for the study. Data were collected by interview method. The study result revealed that majority of respondents used Whatsapp and Face book for making friends and chatting. In addition, majority of respondents experienced negative effects such as poor grammar and spelling, late submission of assignment, less study it majority of respondents experienced negative effects such as poor grammar and spelling, late submission of assignment, less study time and poor academic performance due to the heavy participation on social media networks.

Jane Lim See Yin – (2013) conducted a mixed method study to assess the engagement of social network for academic purpose for undergraduate student in Malaysia. The total sample size is 331 responses collected from an online questionnaires administered. Qualitative data were collected by Face-to-face interviews were conducted on participants, Quantitative data was collected by online questionnaires method. Mixed Method Sequential Research deign was used .The study result revealed that Almost 55% of the respondents claimed that they are not sure whether there is any Social network Policy within their institution of study. Only 28% of them said that there is a Social network Policy within their Institution and 17% said that there is no Social network Policy in their Institution. Finally, Social network is the tools to support teaching and learning activities in class.

Al-SharqiK, et.al, (2012) conducted a comparative study to assess the impact of social network on Students Social Behaviour. A comparison was carried out between Arts and Science Students on King Abdul-Aziz University. This study investigates differences and similarities of King Abdul-Aziz University (KAU) Arts and Science students, perceptions of social media impact on social behaviour. The sample size was 2605 male and female students of different ages. Data were collected interview method and questionnaire method. In this study, were used purposive sampling techniques. The study Findings revealed that 65 % student report that social network is supported the advantages of students social behaviour and do not indicate any obvious disadvantages. In Differentiating factors include the science group having interest in respecting opinions of others and the Arts group emphasizing on freedom of expression.

Josand, et.al, (2012) conducted a study to assess the relationship of Social network in relation to the Academic Performance of the students of Bachelor of Science in Information Technology at Centro Escolar University-Malolos. The sample size is (138) respondents were drawn using stratified random sampling. There are 102 males and 36 females participated in this study. The study revealed that Seventy one (71) or 51.4% of the respondents have reached below satisfactory grade average while sixty seven (67) or 48.6% students have successfully reached the satisfactory academic performance from an average grade. Sixty one (61) or 44.3% fall under the Occasional User of Social Media while seventy seven (77) or 55.7% fall under Frequent User of Social Media.

Johnson Yeboah (2011) conducted a study to assess and identify the impact of social network (whatsapp messenger) on the performance of tertiary students in Ghana from the perspective of the students. 50 students from five tertiary institutions were interviewed and 500 questionnaires were administered to students from same institution. Data was collected through questionnaire, interview, observation and focus group method was used. The study revealed that Whatsapp instead of making communication easier and faster thereby enhancing effective flow of information and idea sharing among students, rather has impacted negatively on the performance of tertiary students in Ghana. The study among other things unveiled the following: whatsapp takes much of students study time, results in procrastination related problems, destroys students' spellings and grammatical construction of sentences and distracts students from completing their assignments.

Rithika M. Sara Selvaraj (2011) conducted a study to assess the impact of social network on student academic performance on jaipur. The populations of the study were 100 college students. A total of 100 students surveyed for the study. The sample of 100 students was selected using judgment random sampling method. Data were collected through questionnaire methods. The study result revealed that male students mostly use social networking websites and the total average of male students who use social networking websites is 72 % of total population. Male, commonly uses social networking websites for knowledge. Academic performance analysis with use of social networking websites shows that the students having 69% marks mostly use social networking websites and

The total average of students scoring 60-80% is 69% of total population. Students who scored 60-80% of marks generally use social networking websites for entertainment.

R. Junco (2010) conducted a experimental study to assess the effect of twitter among college students, in Pennsylvania University USA. A total of 125 students taking a first year majors participated in this study (70 in the experimental group and 55 in the control group). Data were collected through questionnaire method. Sample was selected by simple random sampling method. The study results revealed that the experimental group had a significantly greater increase in engagement than the control group. Analyses of Twitter communications showed that students and faculty were both highly engaged in the learning process in ways that transcended traditional classroom activities. This study provides experimental evidence that Twitter can be used as an educational tool to help engage students and to mobilize faculty in to a more active and participatory role.

Morse (2010) conducted a mixed method study to assess the student perception regarding social network in Department of Agricultural Leadership, Education, and Communications at Texas A&M University. The total population of this study is 92 students. The instrument for this study consisted of two parts. The quantitative section addressed student perceptions regarding comfort level with and current use of social media tools. In the qualitative section, students were asked to describe their perceived advantages and disadvantages of the use of social media in the classroom. Qualitative data were analysed using thematic analysis and quantitative data were analysed using descriptive statistics. The study findings revealed that Face book was the social media tool students were most comfortable with and used most frequently. Advantages included social media helping increase quality and efficiency of communication between students and the instructor. Disadvantages revolved around issues of use and access to social network.

Section 2.2: Reviews related to impact of social network lifestyle changes:

Yu-Chen Yeh Sunny S. J (2014) conducted a study to assess the “Lifestyle Change in Regard to Problematic Internet Use (LC-PIU)”. The population of the study 708 university students were recruited. The sample consisted of 708 freshmen (360 male, 348 female).

We randomly divided the sample (n=708) at Time 1 into two independent groups. Data were collected through questionnaire and interview method. The study result revealed that weekly internet use of participant most of respondents 59.75% used internet (male 63.89% & female 59.75%). Majority participant 2-4 hrs on internet use each day male (46.39) female (50.29). Different life style changes described problematic internet use physical changes & social activity changes diet pattern changes, sleep pattern changes.

Dr. A. JeesuKulandairaj (2013) conducted a descriptive study to assess the impact of social network on life style of youth. Samples are selected from students of different colleges and higher secondary schools and youth working in various companies and offices in Chennai, Tamil Nadu. On the convenience of the researcher data were collected through questionnaire method and interview method. The researcher interviewed the young people both male and female. The sampling method in this study is stratified convenience random sampling. The study reveals that youth who are spending more than 6 hour in SNS is highly influenced by SNS in their lifestyle than others.

Ms.Palak Gupta (2013) conducted a exploratory study to assess the impact of social network site changing mindset of youth on social issues in Delhi NCR region. Total sample size taken is 100 respondents. Only Structured Questions (mostly in Likert scale) were used. Data were collected through questionnaire method. The study reveal that Out of 75% of teenagers owing cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting. Youth and adolescents are at some risk as they navigate and experiment with social network because of their limited capacity for self-regulation and susceptibility to peer pressure.

LaleyeAdemiotan Moriyike1 (2012) conducted a descriptive study assess the effect of Social Networking Sites on Lifestyles, Acculturation and Self-Esteem of University Students in Nigeria. A sample of 250 students was randomly selected from all the 5 faculties of AdekunleAjasin University, Akungba-Akoko and Ondo State. The instrument used for data collection was a structured questionnaire. Random sampling technique was used. The study revealed that the utilization of Social Networking Sites by students both have positive and negative effects on them.

Based on the result of the findings, it was recommended that students should use their knowledge about their environment's attributes to nurture and maintain their integrity and commitment to the university in order to develop new skills to participate and stay safe in the new digital environment.

Mohamed El Khouli (2012) conducted a descriptive study to assess the Negative Aspects of Using Social Networking Affecting the Family Stability in Abu Dhabi. Sample was selected random method. The total sample size is 1266. Data was collected through interviews using questionnaires method. The study revealed that excessive use for social networking sites cause mental disorders and aggressive tendencies, especially among adolescent. Abuse of these sites by some teens / cause isolation of children, publishing the photos, videos, and articles that be abusive to religion, customs and traditions.

JyotiRanjanMuduli (2011) conducted a study to assess technological gadget addiction its impact on health and life style changes on college students. The study was conducted in NIT, Rourkela. It is situated in the steel city Rourkela of the state Odessa of India. A purposive sampling method was followed to collect information from 150 students of the Institute out of which 90 were male and 60 were female students. Data were collected questionnaire methods. Semi-structured and unstructured interviews were conducted. The study revealed that the respondents using the gadgets for a long period of time have negative impacts on their health. Most of the respondents using ear phones for more than 6 hours have hearing problems compared to the others. The respondents are busy with their gadgets for more than 6 hours are having several problems like problems in logical thinking, headaches, depression, and anxiety.

Mark Salvation (2010) conducted a descriptive study to assess the impact of social network on college students. Study was conducted with first year undergraduates at a British university using an online survey. The population of the study was 221 college students of British university. Data were collected through the questionnaire method. The study findings reveal that that Students reported that they specifically joined Face book pre-registration as a means of making new friends at university, as well as keeping in touch with friends and family at home. Face book was a social element that helped students settles into university life.

The top four reasons that prompted students' use of social network tools were found to be social engagement (85%), direct communications (56%), speed of feedback/results (48%), and relationship building (47%).

Section 2.3: Reviews related to effectiveness of IEC package on impact of social network

Syed Muhammad Rafi, (2014) conducted a study to assess the effectiveness of IEC package on effect of internet addiction among adolescent boys between 16-22 years in Bangalore, Karnataka. Total sample size is 100. Data were collected by structured questionnaire method on internet addiction. After data collection the investigator found out that Seventeen percent of teenagers were psychologically addicted. The investigator was administered (IEC) package on internet addiction among students. The study revealed that after administration of (IEC) package internet addicting level has reduced as evident by 63% of student decrease in time spend in social network which is highly significant.

Sushma Mishra, (2012) conducted a survey study to assess the effectiveness of structured teaching program on Internet addiction among university students at the graduate and undergraduate level Robert Morris University. The total population of the study is 87 students, (54 male, 46 female). Data were collected survey method. The data was analyzed using SPSS v21. The survey questions were Likert type questions, mostly on a 5 point scale. The study revealed that after implementing structured teaching program 75% student they improved from internet addiction and 25 % of student having the mild stage of internet addiction.

Hao lei (2012) conducted a study to assess effectiveness of information education communication IEC Package on face book addiction among college student. The study was conducted in China. The study sample of 335 Chinese college students between the aged 19 to 28 years. Data was collected through structured questionnaires method. Simple random sampling technique was used. The study result shows that 34% were classified as addicted. Moreover, loneliness and significantly positively correlated with frequency of face book addiction. After Intervention program, the 82 % students face book addiction symptom was reduced, it is highly significant, and hence stated null hypothesis was rejected.

Dr. Langat Andrew Chris (2011) conducted a study to assess the effectiveness of structured teaching program on twitter addiction among undergraduate students in one of the Kenya universality in USA. A total sample size is 64 students; Simple random sampling was used to select a representative group. Data were collected Questionnaires and interview method. The study revealed that 50% of male and 58% female students were addicted. After implementation of interventional package the 75% of student reduced from the addiction and they improved their healthy life styles.

CHAPTER – 3

RESEARCH METHODOLOGY

This chapter describes the methodology to assess the effectiveness of IEC package regarding impact of social network on knowledge and life style changes among college students studying at Tiruvannamalai. This study includes Research Approach, Research Design, Variables, Setting, Population, Sample, Criteria for Sample Selection, Sample Size, Sampling Technique, Development and Description of Tool, Scoring Procedure, Content Validity, Pilot study, Reliability of the Tool, and Procedure for Data Collection and Plan for Data Analysis.

3.1 RESEARCH APPROACH

The research approach used in this study was mixed method research approach.

A mixed methods research approach was used for this study as the investigator will explore qualitatively regarding impact of social network among college students and after which quantitatively to assess the knowledge and life style changes regarding impact of social network among college students.

3.2 RESEARCH DESIGN

Research design is the researchers over all plans for obtaining answers to hypothesis (Polit, 2008).

The research design adopted for this study is embedded design.

GROUP	QUALITATIVE	QUANTITATIVE PRE TEST	INTERVENTION	QUANTITATIVE POST TEST
Students	QL	QN1	X	QN2

Schematic representation of embedded design

QL : Qualitative
QN : Quantitative
X : IEC package
1 : Pre test
2 : Post test

In this study, qualitative method assessment of impact of social network was assessed by using focus group questionnaire, it consisting of 6 items. In quantitative method, pre assessment of level of knowledge and life style changes was assessed by using structured knowledge questionnaire and life style modification scale. It consists of 20 items, followed by the investigator implement the IEC package. At the end of the 4 week, the post test was conducted to evaluate the level of knowledge and life style changes by using same structured knowledge questionnaire and life style modification scale.

3.3 VARIABLES

Independent Variable

The independent variable for the study was selected interventional package (IEC) Package.

Dependent Variables

The dependent variables for the study were knowledge and Lifestyle changes

Extraneous Variables

The extraneous variables were Age, Educational status of father, Monthly income Area of residence, Type of family, Mode of stay, Duration of spending time in social network, mode of technology use, User interest in social network, Type of social network use and purpose of social network use .

3.4 SETTING OF THE STUDY

The study was conducted in Arunesha Arts and Science College at Tiruvannamalai. Arunesha arts and science college is women's college, which has various department. Totally 875 students are studying in this college, which is located 3 Kilometres away from Tiruvannamalai.

3.5 POPULATION

Population is entire set of individuals of objects having some common characteristics. The Population comprises of college students who are studying in Arunesha arts and Science College at Thiruvannamalai.

Accessible Population

Accessible population for the study was college students between the age of 18 to 25 years studying in Arunesha arts and Science College at Tiruvannamalai.

3.6 SAMPLE

Sample refers to a subset of a population selected to participate in a research study. The study sample comprises of college students between 18 to 25 years of age who satisfy the inclusion criteria.

3.7 SAMPLE SIZE

The sample size is 80 subjects for qualitative approach and 50 subjects for quantitative approach.

3.8 SAMPLING TECHNIQUE

In the study, purposive sampling technique was adopted in qualitative method and quantitative method the simple random sampling technique was used to select the subjects who met the inclusive and exclusive criteria.

3.9 CRITERIA FOR SAMPLE SELECTION

Inclusive Criteria

1. Female student's age group between 18 to 25 years.
2. Students studying in UG course 3rd year in computer science department.

Exclusive Criteria

1. Students who do not have access for social network account.
2. Students who could not respond or follow the commands.

3.10 DEVELOPMENT AND DESCRIPTION OF THE TOOL

Tool was developed from extensive review of literature, internet source and opinion of the experts.

The instruments for this study consist of two parts.

- Quantitative section
- Qualitative section

The qualitative section

The investigator conducted the focused group interview regarding impact of social network, which describe the students perception.

In the quantitative section,

The investigator assessed the knowledge and life style changes regarding impact of social network, by using life style modification scale and structured questionnaire method.

The tool used for data collection has 3 sections.

Section: A: Demographic variables

Section: B: Focus group questionnaire

Section: C: Intervention tool

Section- A

This section consists of Demographic data such as Age, Educational status of the parents, Income of the family, type of the family, Area of residence, Modes of social network use, User interest in social network, Duration of spending social network, Type of social network use and Purpose of social network use.

Section –B

- Focus group questionnaire was used to assess the impact of social network. Focus group questionnaire consists of 6 items.

- Structured knowledge questionnaire used to assess the level of knowledge regarding impact of social network. Structured knowledge questionnaire consists of 10 items.
- Life style modification scale used to assess the level of life style change regarding impact of social network. It consists of 20 items.

SECTION – C

IEC package is regarding impact of social network knowledge and life style changes among college students.

The knowledge was assessed by using structured knowledge questionnaire. The total item was 10. Each correct answer was given a score for one mark. The maximum score was 10.

Method of Scoring:

S.NO	DESCRIPTION	SCORE
1.	Inadequate knowledge	>75%
2	Moderate knowledge	51-75%
3	Adequate knowledge	> 75%

Life style changes were assessed by using life style modification scale the total item is 20. Each correct answer was given a score of five marks. The maximum score was 100.

To interpret level of life style changes the score were distributed as follows:

Scoring key:

Rarely	Occasionally	Frequently	Often	Always
1	2	3	4	5

SCORING INTERPRETATION

- 1 - 50 - Healthy life style
- 51 - 100 - Unhealthy life style

3.11 CONTENT VALIDITY

The content validity of the tool was established on the basis of opinion of 1 psychiatrist, 1 psychologist expert, 7 Nursing experts specialized in Mental Health Nursing Based on the suggestions of the experts changes were made in the tool after consulting with the research guide.

3.12 ETHICAL CONSIDERATION

Ethics is a system of moral values that is concerned with the degree to which the research procedures adhere to the professional, legal and social obligations to the study participants.

(A) BENEFICENCE

The investigator followed the fundamental ethical principal of beneficence (doing well) by adhering to:

a) Freedom from harm and discomfort

Participants were not subjected to unnecessary risks from harm or discomfort during the study period.

b) Protection from exploitation

Participants were assumed that their participation or information provided by them would not be used against them in any way.

(B) RESPECT FOR HUMAN DIGNITY

The investigator followed the second ethical principle of respect for human dignity. It includes the right to determination and the right to self-disclosure.

a) The Right to self determination

The researcher gave full freedom to the participants to decide voluntarily whether to participate in the study or to withdraw from the study and the right to ask questions.

b) The right to full disclosure

The researcher has fully described the nature of the study, the person's right to refuse participation and the researcher's responsibilities based on which both oral and written informed consent was obtained from the participants

(C) JUSTICE

The selection of study participants was completely based on research requirements.

A full privacy was maintained throughout the process of data collection.

(D) CONFIDENTIALITY

The researcher maintained confidentiality of the data provided by the study participants.

DEVELOPMENT OF IEC PACKAGE

Teaching plan is a guide for the teacher because it helps to cover the topic comprehensively with proper sequence of points and without missing anything.

The steps to prepare teaching plan were:

1. Review of literature
2. Framing the outline content
3. Preparation and organization of content
4. Election of audio visual aids
5. Preparation of the final draft

1. Review of literature

An extensive literature review was under taken from research and non-research materials, internet sources and journals, etc. regarding impact of social network on knowledge and life style changes among college students.

2. Framing the outline of the content

The outline of the teaching plan was framed which included setting of the general and specific objectives regarding, specifying the date, time, place, and size of the group, number of sessions and duration of sessions.

3. Preparation and organization of the content

Content of the IEC package is on impact of social network on knowledge and life style changes. The content was organized under various headings according to the objectives. IEC package was organized under various headings such as impact of social network, risk factor associated with social network, tips to improving life style modification, and prevention of social network addiction.

4. Selection of audio visual aids

The audio visual aids were selected power point presentation and charts.

5. Preparation of the final draft of the IEC package

General and specific objectives of the teaching plan were given in the beginning of the IEC package. Final draft of the IEC package was organized under various heading such as general information about impact of social network, life style changes on excessive using of social network and solution to the problems.

Description of Information Education Communication (IEC) package

IEC package was prepared to enhance the knowledge of students regarding impact of social network on knowledge and life style changes which consists of the following content.

- ❖ Introduction,
- ❖ Risk factor associated with social network life style on social network,
- ❖ Positive impact and negative impact of social network,
- ❖ Life style changes on excessive use of social network
- ❖ Tips for improving the life style modification,
- ❖ Prevention of social network addiction

Content validity of the IEC package

Content validation of the IEC package and tool were ascertained in consultation with the experts in the field of nursing such as mental health nursing. Suggestion and recommendation of the experts were considered to modify the content of IEC package.

3.13 RELIABILITY OF THE TOOL

Reliability is defined as the extent to which the instrument yields the same result on repeated measures. It is, thus, concerned with consistency, accuracy, stability, and homogeneity.

The Reliability of the tool was established by inter-rater method to assess the internal consistency of the test. The reliability score was obtained for knowledge was $r = 0.86$ and for life style changes was $r = 0.82$. Hence the tool was considered highly reliable for proceeding with the study.

3.14 PILOT STUDY

Pilot study is a small scale version or trial run designed to test the methods to be used in a larger group, more rigorous study which is sometimes referred to as the parent study (Polit, 2008).

Pilot study is a trail for main study to test the reliability appropriateness and feasibility of the study and the tool. The formal permission was obtained from principal of Vignesh Nursing College. The investigator obtained permission from Arunesha arts and Science College at Tiruvannamalai. The study period 6 days in weeks. The investigator selected 30 subjects in qualitative approach by using purposive sampling method, and 10 subjects selected in quantitative approach by using simple random sampling technique method.

The investigator explained about the aims, purpose, advantages of the study. After obtaining the demographic details, Assessment regarding the impact of social network by conducting focus group interview method was done qualitatively. Pre assessment of Knowledge and life style changes were measured in quantitatively by using structured knowledge questionnaire and life style modification scale. Post test was conducted on 7th day using same questionnaire after the administration of IEC package. Duration of session was 30 - 45 minutes. The collected data were analyzed in thematic analysis in qualitatively and descriptive and inferential statistics were analysis in quantitatively. Pilot study is concluded that there is a significant.

The result of the pilot study when analyzed stated that tools were reliable, feasible and practicable to conduct the main study and there was a significant improvement of healthy lifestyle among college students after administration of (IEC) Package at $p < 0.001$ level. The pilot study revealed that the study was feasible.

3.15 PROCEDURE FOR DATA COLLECTION

Data collection is the gathering of information needed to address the research problem. The word data means information that is systematically collected in the course of study.

This study was conducted at Arunesha Arts and science college, Tiruvannamalai. The data was collected for a period of 4 weeks in the month of Jan - Feb 2015. Prior permission from the authorities was sought. The purpose and risk of the study was explained and confidentiality was maintained. The investigator gave brief information about self and the purpose of the study to the subjects.

During the data collection procedure, the investigator introduced to the college students and established rapport with the subjects. They were assured that no physical or emotional harm would be done in the course of the study. The study subjects were selected by purposive sampling and simple random sampling technique based on sample selection criteria. A total of 80 college students were recruited in qualitative approach and 50 students were recruited in quantitative approach. The subjects were made to sit comfortably in a well-ventilated room and confidentiality while data were assured. After obtaining their verbal and written informed consent for willingness to participate in the study, the investigator collected the data.

This study was carried in two stages of analysis qualitative analysis and quantitative analysis

Qualitative data collection method

Qualitative data were collected by focus group interview method Investigator conducting the focus group interview to assessing the impact of social network among college students. Total 80 students, the investigator divided the 10 groups. In each group it consists of 8 students.

Interviews were carried out in a non-intrusive manner and non-judgmental manner. The duration of each session is 1 hour. Each interview conversation was recorded and transcribed to elicit a detailed account of the sessions. This was then exposed to thematic analysis. The Each interview conversation was recorded and transcribed to elicit a detailed account of the sessions. This was then exposed to thematic analysis. After content analysis, 50 participants were chosen for the next stage of quantitative analysis.

Quantitative data collection method:

The investigator conducted the pretest to assess the knowledge and life style changes among college students by using structured knowledge questionnaire and life style modification scale this took around 25-30 min. After assessment of pretest, the investigator implemented the interventional package (IEC) by using PPT presentation. The duration of the session was 30 - 45 minutes.

At the end of the fourth week (30th day) post test was conducted to assess the knowledge and life style changes by using structured knowledge questionnaire and life style modification scale.

Data were analyzed in two way approach qualitative analysis and quantitative analysis.

3.16 PLAN FOR DATA ANALYSIS

Qualitative data analysis

Qualitative data were analyzed using thematic analysis. The Qualitative data were analyzed using content analysis a “technique that enables researchers to study human behaviour in an indirect way, through an analysis of their communications”. Each participant was assigned a unique numerical identifier, and then participant’s responses were analysed and grouped into themes. Participants were asked to list the impact of social network on them. Participant responses were analyzed to determine themes using words, phrases and sentences as the units of analysis.

Qualitative data analysis

Quantitative data were analysed using descriptive statistics and inferential statistics' each method will be presented separately.

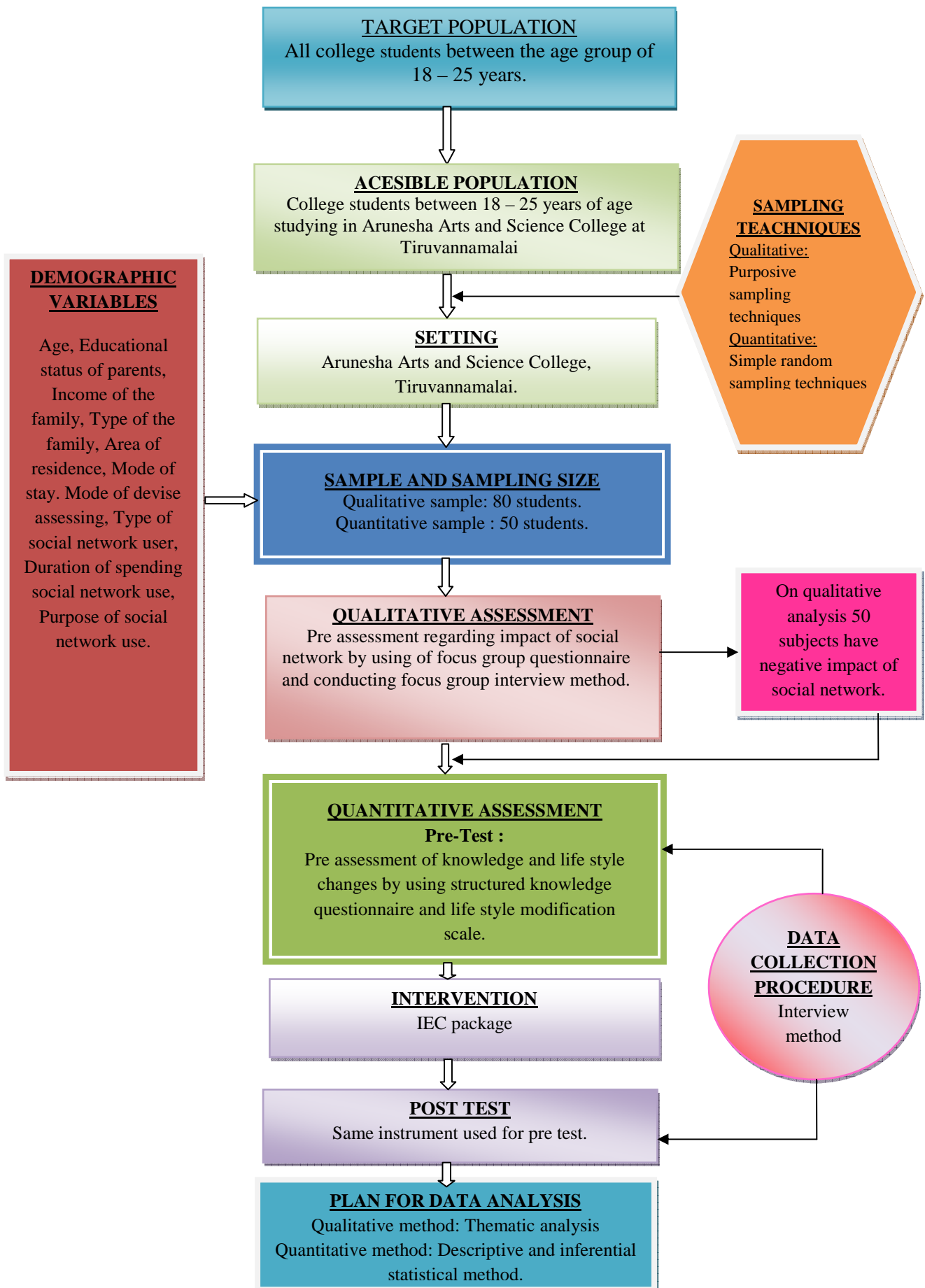
Descriptive Statistics:

1. Frequency and percentage distribution used to analyse the demographic variables among college students.
2. Mean and standard deviation used to assess the knowledge regarding impact of social network and life style changes among college students.

Inferential Statistics

1. Paired "t" test used to compare the pre and post test level of knowledge regarding impact of social network and life style changes among college students.
2. Karl Pearson correlation coefficient "r" used to correlate the knowledge regarding impact of social network and life style changes among college students.
3. ANOVA used to associate the pre and post test level of knowledge regarding impact of social network and life style changes with their selected demographic variable among college students.

FIG. 2: SCHEMATIC REPRESENTATION OF RESEARCH DESIGN



CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of data collected from 80 students to assess the effectiveness of (IEC) Package regarding impact of social network on knowledge and life style changes among college students at Arunesha arts and science college Tiruvannamalai. Statistical analysis is a method for rendering quantitative information meaning full and intelligible. This enables the researcher to summarize, organize, evaluate and interpret and communicate information in numerical form.

The data collected for the study were grouped and analyzed as per the objectives set for the study. Data analysis includes both descriptive and inferential statistics.

ORGANIZATION OF DATA

- Section 4.1:** Description of demographic variable of subject regarding impact of social network knowledge and life style changes among college students.
- Section 4.2:** Assessment of impact of social network among college students
- Section 4.3:** Assessment of pre and post test level of knowledge regarding impact of social network among college students.
- Section 4.4:** Assessment of pre and post test level of life style changes regarding impact of social network among college students.
- Section 4.5:** Correlation of post test level of knowledge and life style changes regarding impact of social network
- Section 4.6:** Association of pre and post test mean difference level of knowledge and life style changes among college students with their selected demographic variable.

SECTION 4.1: DESCRIPTION OF DEMOGRAPHIC VARIABLES REGARDING IMPACT OF SOCIAL NETWORK ON KNOWLEDGE AND LIFE STYLE CHANGES AMONG COLLEGE STUDENTS

Table 1: Frequency and percentage distribution of demo graphic variables in respect to Age, Educational status of father, Family income, Type of family, Area of residence and Mode of stay.

N = 50

S.No	Demographic variable	f	%
1.	Age		
	a) 18 – 20 years	4	8
	b) 21 - 23 years	39	78
	c) 24 - 25years	7	14
2	Educational status of father		
	a) Illiterate	12	24
	b) Primary education	23	46
	c) Secondary education	11	22
	d) Graduate	4	8
3	Family monthly income		
	a) Rs.<10,000	32	64
	b) Rs. 10,001 – 20,000	13	26
	c) Rs .>20,000	5	10
4	Type of family		
	a) Nuclear family	37	74
	b) Joint family	8	16
	c) Extended family	5	10
5	Area of residence		
	a) Urban	7	14
	b) Rural	43	86
6	Mode of stay		
	a) Parents	21	42
	b) Relatives	3	6
	c) Hostel	19	38
	d) Friends	7	14

Table 1 shows that frequency and percentage distribution of demographic variables in respect to age, educational status of father, family income and type of family. area of residence, mode of stay.

Regarding the Age in years, majority of the subjects 39 (78 %) were between the age group of 21 – 23 years and 7 (14 %) were between 24 – 25 years of age 4 (8 %) were between the age of 18 – 20 years.

On analysis of Educational status of father, 23 (46%) had completed their Primary and Middle School Education. 11(22%) had completed their Higher Secondary Education, 12(24%) were non literate and 4(8 %) were Graduate.

On account of Monthly income of family, majority of the subjects 32(64%) had a monthly income of Rs.5001 – 10000, 13 (26%) had a monthly income of Rs.10001 – 15000, And 5 (10%) had a monthly income of >20000.

Of the sample majority of the subjects 37(74%) belongs to nuclear family, 8(16%) belongs to joint family and 5(10%) belongs to extended families.

Regarding the Area of residence, majority of the subjects 43(86%) were residing in rural area and 7(14%) were residing in urban areas.

Regarding the mode of the stay, a majority of the subjects 21(42%) were living with parents, 19(38%) were living in hostels and 7(14%) were living with friends, 3(6 %) were remaining in relatives.

Table 2: Frequency and percentage distribution of demographic variables in respect to Mode of social network use, User interest in social network, Duration of spending social network, Type of social network use and Purpose of use social network.

N = 50

S.No	Demographic variable	F	%
7	Mode of social network use		
	a) Smart phone only	10	12.5
	b) Laptop only	5	6.25
	c) Computer only	3	3.75
	d) Smartphone and laptop	20	25
	e) Smartphone and computer	5	6.25
	f) Laptop and computer	7	8.75
8	User interest in social network		
	a) High interest	46	92
	b) Moderate interest	4	8
9	Duration of spending social network		
	a) 2-4 hours	4	8
	b) 4-6hours	8	16
	c) 6-8hours	9	18
	d) 8-10hours	29	58
10	Type of social network use		
	a) Whatsapp only	29	36.25
	b) Face book only	6	7.5
	c) You tube only	5	6.25
	d) Whatsapp and face book	8	10
	e) You tube and face book	2	2.5
11	Purpose of use social network		
	a) Study purpose only	4	5
	b) Entertainments only	6	7.5
	c) Chatting with friends and entertainments	23	28.75
	d) Chatting with friends only	12	15
	e) Making new friends only	6	7.5

Table 2 shows that frequency and percentage distribution of demographic variables in respect to mode of social network use, user interest in social network use, duration of spending social network, type of social network use and purpose of social network use.

Regarding the Mode social network use, a majority of the subjects 20(25 %) were using Smartphone and laptop, 10(12.5%) were using Smartphone only, 7(8.75%) were using Laptop and computer 5(6.25%) were using Laptop only, 3(3.75%) were using computer only.

On analysis of User interest in social network, majority of the subject 46(92 %) had high interest, 4(8 %) had moderate interest.

Regarding the Type of social network use, majority of the subjects 29 (36.25%) were using Whatsapp only, 6(7.5%) were using face book only 5(6.25%)

Were using you tube. Only 2(2.5) were using you tube and face book. 8 (10%) were using Whatsapp and face book.

The above table shows the Purpose of social network use, majority of the subjects 23(28.75%) were using chatting with friends and entertainment, 12 (15 %) were using chatting with friends only, 6 (7.5%) were using for making new friends, 6(7.5%) were using entertainment only.4 (5%) were using study purposes

SECTION 4.2: ASSESSMENT OF IMPACT OF SOCIAL NETWORK AMONG COLLEGE STUDENTS. QUALITATIVE DATA WAS COLLECTED BY FOCUSED GROUP INTERVIEW METHOD

Table 3: Excerpt and Frequency distribution of impact of social network among college students.

N = 80

S.No	Qualitative Theme	Frequency	Excerpt
1	Describe the impact of Social Network in your day-to-day life?	29	I have reported that using of Social Network make me mentally dull and lack of concentration, poor academic performance, headache, body pain, backache, eye pain and redness of eye, difficulty in sleeping because of sitting in one position.
		7	I have reported that using of Social Network leads to poor concentration in studies, taking no proper food on time and backache.
		9	I have lack of concentration in my studies because of using Social Network.
		5	I am being sleepless, waking late in morning and skipping breakfast in morning.
		20	I have little bit backache when I am using Social Network for sometimes.
		10	I have only headache while and after using Social Network for few hours.

2.	Life movements and memories are an integral part of our lives. Shall we like them to be viewed by everyone around us? Will you face any risk in using them? How?	36	I would like to share my photos and my memories as status in Social Network without knowing the risk in it and privacy setting in it. Many people can misuse my account and without my knowledge.
		14	I would like to share my recent photographs with my friends and those who are not in my friends list in the Social Network to get Likes and Comments. But when I don't use the privacy settings in a proper way the other people in the Social Network may misuse my photographs in a wrong way.
		29	I would like to share my thoughts and photos in the Social Network and also it is my passion too. But I know how to use the privacy settings in proper way to eradicate the risk in using it. Even if some risks arise from some unknown people I can easily block them.
3.	Do you accept that using the Social Network will shape your communication skills? How?	16	I using the Social Network abuses my written communications skill, because of using lots and lots of shorthand vocabularies while communicating others in the Social Network.

		34	I declare that the Social Network completely abolished my oral communication skill as I am intended to do written communication (text chat) alone with my friends in the Social Network.
		30	I accept that the Social Network is still shaping my communication skill, because I have come across lots of new vocabularies while communicating with others in it. Even I can use those words while face to face communication with my friends.
4.	Do you think that the technologies in the Social Network are helping or suffering your ability to connect with the most important people in your life?	29	I have accepted that the technologies in the Social Network helping me to share my feelings, thoughts, emotions and photos easily with my close circle who are living in abroad. Even I can make some new friends as they have see and comment on my updates.
		22	I can easily communicate face to face with my friends and relatives those who are living in foreign countries through video call technology in the Social Networks like IMO, Skype, KIK etc.
		20	I do not accept that the technologies in the Social Networks helpful in sharing my data's to my close circle, why because using some technologies some unknown persons violating my account.
		11	I accept the technologies in the Social Network which helps only for better communication.

5.	How the Social Network is making you less interaction in society?	36	As I am spending too much of hours in the Social Network I could not able to be in contact with others in society.
		14	I am unable to celebrate some common festivals with the society as I am drowning in the Social Network.
		31	I am having better interaction with the society, as I am using the Social Network for limited time.
6.	Are you dependent on the Social Network? What are the implications it creates in your life style?	36	Yes, I am fully dependent on Social Network, when I use some specific SNS, that time i have major conflict with my family members and I have irritating mood.
		14	Yes, I am the dependent on the Social Network. If I am not using it, I will be come panic, as I don't know what is going around my friends' life.
		13	No, I am not the dependent on the Social Network, when i am not using the SNS that time i feel something is missing in my life.
		17	Though I am not the dependent on the Social Network, my mind sometimes triggers my mind to use the Social Network

The above table represents that result of thematic analysis regarding impact of social network among college students.

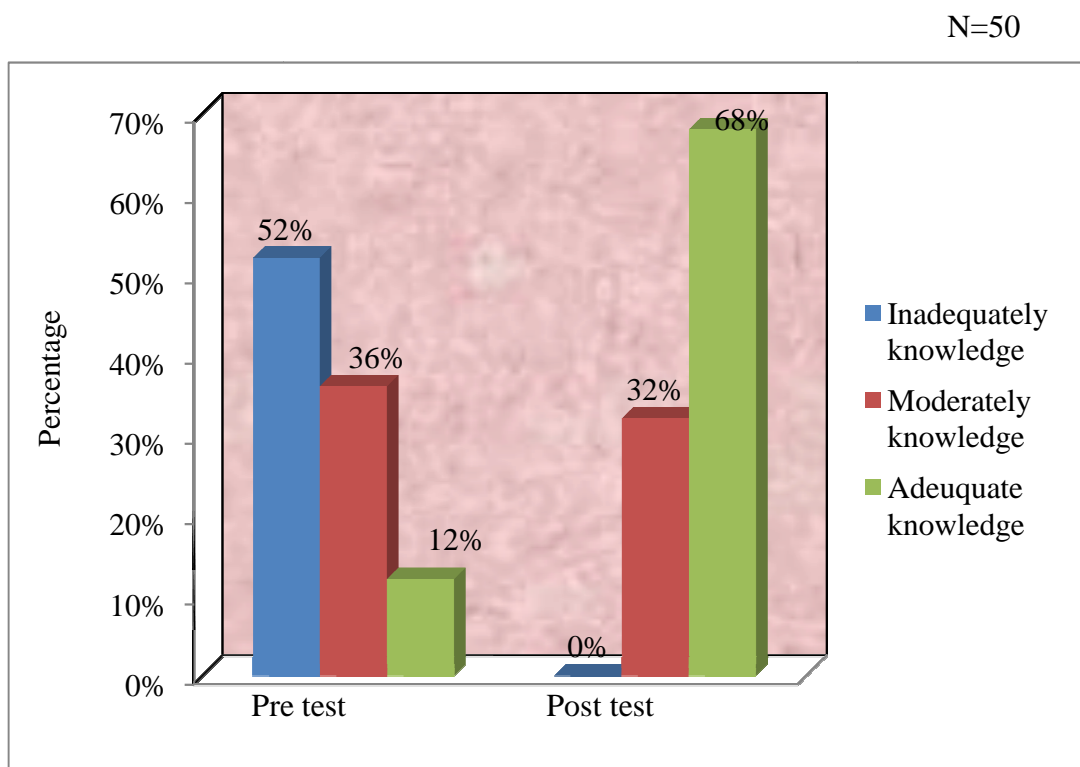
On thematic analysis revealed that out of 80 students in that 50 students have the negative impact on their life style modification such as, Poor academic performance, Mental dullness, Lack of concentration, Physical illness, Sleeplessness, Neglecting the diet on proper time, Less social interaction in society, many participant

reported that social network creating the risk for their personal life, and abolishing the written and oral communication skill and they have reported that they are dependent on social network.

On analysis remaining 30 participants reported that Social Network help to share the feelings, thoughts, emotions and photos easily with close circle who are living in abroad and easily communicate face to face through technology video call like IMO, Skype and also social network is still shaping our communication skill.

SECTION 4.3: ASSESSMENT OF PRE AND POST-TEST LEVEL OF KNOWLEDGE REGARDING IMPACT OF SOCIAL NETWORK AMONG COLLEGE STUDENTS.

Figure 3: Percentage distribution of pre and post-test level of knowledge regarding impact of social network among college students.



The above figure depicts that the score relating to the knowledge of college students regarding impact of social network.

The Analysis of pre-test level of knowledge, 26(52%) of students are having inadequate knowledge. 18(36%) of students are having moderate knowledge. and remaining 6 (12 %) of students are having adequate knowledge.

The analysis of post-test level of knowledge revealed that 34(68 %) had adequate knowledge, and remaining 16(32 %) had moderate knowledge.

Table 4: Mean, Standard deviation and Paired t value regarding the impact of social network on knowledge among college students.

N = 50

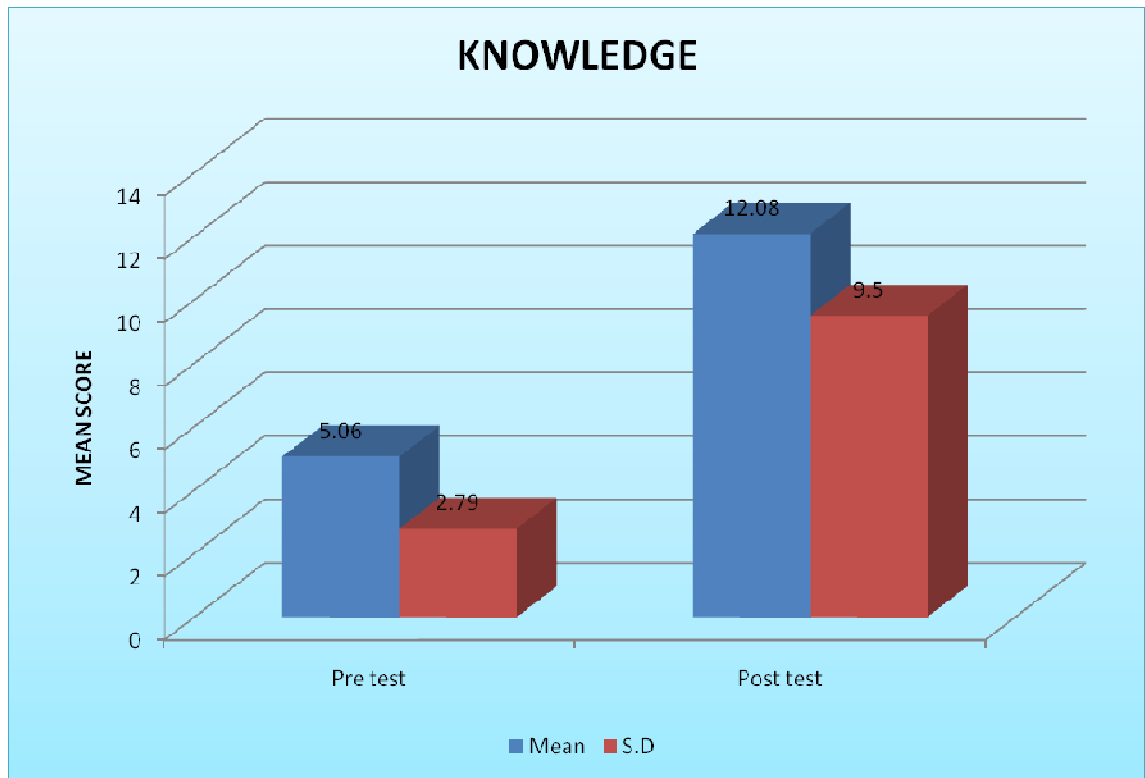
S.NO	Assessment	Mean	S.D	Paired “t “ value
1	Pre test	5.06	2.79	T= 20.100*** P=0.001,s
2	Post test	12.08	9.50	

***P <0.001, S- Significant

The above table 4 shows that pre-test mean value was 5.06 with S.D 2.79 and post test mean value 12.08 with S.D 9.50. The calculated paired “t” value of t = 20.100 was found to be statistically significant at p<0.001 level.

Figure 4: Mean and standard deviation regarding impact of social network on knowledge among college students.

N = 50



SECTION 4.4 ASSESSMENT OF PRE AND POST-TEST LEVEL OF LIFE STYLE CHANGES REGARDING IMPACT OF SOCIAL NETWORK AMONG COLLEGE STUDENTS.

Figure 5: Percentage distribution of pre and post-test level of life style changes regarding impact of social network among college students.

N = 50



Figure 5 figure shows that Percentage distribution of pre and post-test level of lifestyle changes among college students

The analysis of pre-test level of life style changes shows that a majority of students, 44 (88 %) were having unhealthy life style and 6 (12 %) were having healthy life style.

The analysis of post-test level of life style changes shows that 50 (100%) of students are having healthy life style.

Table 5: Mean, Standard deviation and Paired t value regarding the impact of social network lifestyle changes.

N=50

S.NO	Assessment	Mean	S.D	Paired “t” value
1	Pre test	67.7	13.9	t=12.72*** P=0.001,S
2	Post test	32.06	6.90	

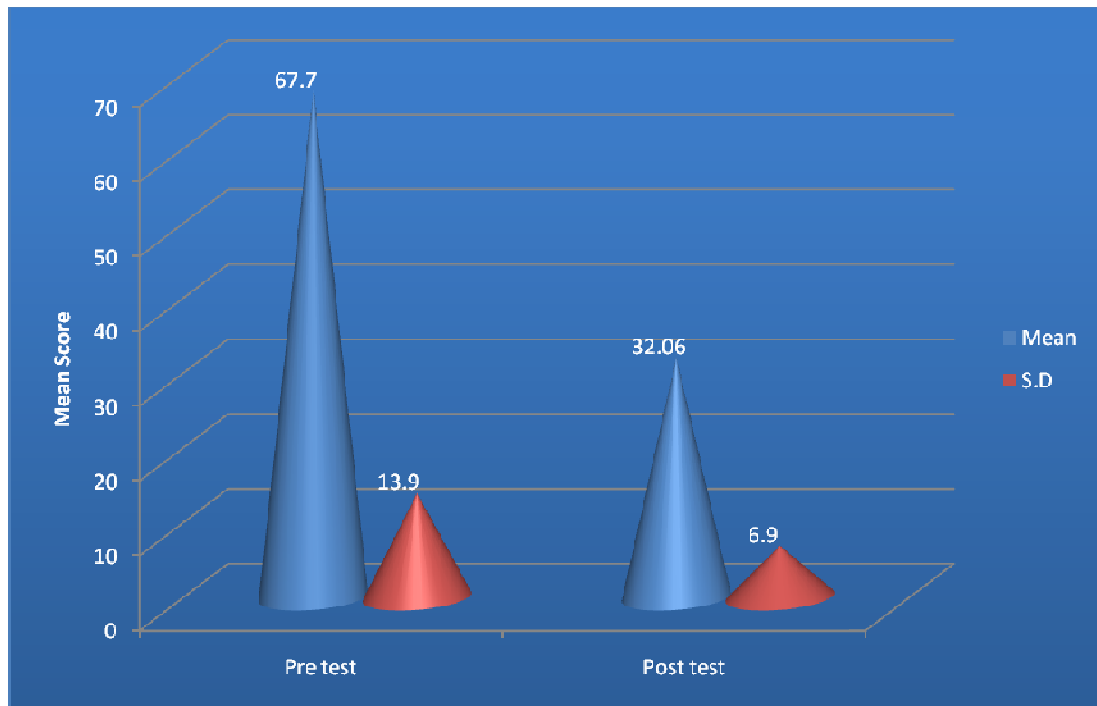
*****P<0.001, S- Significant**

The above table 5 shows that pre test mean value was 67.7 with S.D 13.9 and post test mean value was 32.06 with S.D 6.90 The calculated paired value “t” value of t= 12.72 was found to be statistically significant at p<0.001 level.

This clearly shows that the implementation of selected interventional package on level of life style changes among students with un healthy lifestyle was modified in their post test.

Figure 6: Mean and standard deviation regarding impact of social network life style changes among college students.

N = 50



SECTION 4.5: CORRELATE THE POST-TEST LEVEL OF KNOWLEDGE AND LIFE STYLE CHANGES REGARDING IMPACT OF SOCIAL NETWORK AMONG COLLEGE STUDENTS.

Table 6: correlate between post-test level of knowledge and life style changes regarding impact of social network among college students.

N=50

S.NO	Post test	Mean	S.D	“r “ value
1	Impact of social network on knowledge	12.08	9.5	r =0.775*** P= 0.001,s
2	Level of Life style changes	32.06	6.90	

***P<0.001, S – Significant

Table 6 shows correlate between post test level of knowledge and life style changes regarding impact of social network among college students.

While analysing the post test knowledge, the mean value was 12.08 with S, D 9.5 The post test level of life style changes, the mean value was 32.06 with S.D 6.90. The calculated Karl Pearson’s correlation value of $r = 0.775$, found to be positive correlation and also statistically significant at $p < 0.001$ level.

This clearly indicates that if the level of knowledge is highly adequate on impact of social network the life style also becomes healthy.

SECTION 4.6: ASSOCIATION OF PRE AND POST-TEST MEAN DIFFERENCE LEVEL OF KNOWLEDGE AND LIFESTYLE CHANGES AMONG COLLEGE STUDENT WITH THEIR SELECTED DEMOGRAPHIC VARIABLE.

Table 7: Association of pre and post-test means difference level of knowledge regarding impact of social network among college students with their selected demographic variable.

N=50

S.NO	Demographic variables	Pre test		Post test		Mean Diff		ANOVA
		Mean	S.D	Mean	S.D	Mean	S.D	
1	Mode of social network use							F= 0.418 P =0.742 N.S
	a) Smartphone only	5.5	1.64	11.3	2.39	5.8	0.75	
	b) Laptop only	5.8	1.34	12.6	1.67	6.8	0.33	
	c) Computer only	5.3	2.73	10.6	2.86	5.3	0.13	
	d) Smartphone and laptop	8.35	2.18	11.9	2.42	3.55	0.24	
	e) Smart phone and computer	9.2	2.90	14.2	3.03	5.0	0.13	
	f) Laptop and computer	7.14	2.89	12.45	3.34	5.31	0.45	
2	Purpose of social network use							F= 0.449 P = 0.809 N.S
	a) Study purpose only	8.25	2.46	14.1	2.84	5.85	0.38	
	b) Entertainment only	6.66	2.61	10.5	2.86	3.84	1.23	
	c) Chatting with friends and entertainment	5.58	4.98	10.9	6.58	5.32	1.6	
	d) Chatting with other only	6.08	2.68	11.15	3.63	5.07	2.39	
	e) Making new friends	7.2	3.10	11.8	4.01	4.6	1.5	
3	Educational status of father							F=3.200 P<0.05 s*
	a) Illiterate	68.84	10.9	41.9	10.2	26.94	0.7	
	b) Primary school education	74.91	15.6	28.82	10.4	46.09	5.2	
	c) Secondary school education	66.36	14.6	31.63	6.10	34.73	8.5	
	d) Graduate	51.5	10.6	32.5	8.52	40.6	2.08	

N.S – Non significant

The above table shows that results of association of knowledge between selected demographic variable modes of social network use, purpose of social network use and mode of stay.

It was evident from the above table that there was a statistical significant association of pre and post test mean difference level of knowledge with educational status of father level at $P < 0.05$ and there is no statistically significant with other demographic variables.

SECTION 4.6: ASSOCIATION OF PRE AND POST TEST MEAN DIFFERENCE LEVEL OF KNOWLEDGE AND LIFESTYLE CHANGES AMONG COLLEGE STUDENT WITH THEIR SELECTED DEMOGRAPHIC VARIABLE.

Table 8: Association of pre and post test means difference level of life style changes regarding impact of social network among college students with their selected demographic variable.

N=50

S. NO	Demographic variables	Pre test		Post test		Mean Diff		ANOVA
		Mean	S.D	Mean	S.D	Mean.	S.D	
1	Age							F=3.200 P<0.05 s*
	a) 18-20 years	65.75	18.5	27.75	4.27	38	24.33	
	b) 21-23 years	63.30	27.6	31.69	7.32	31.61	5.58	
	c) 24-25 years	79.8	15.4	31.2	6.51	48.6	4.87	
2	Mode of stay							F =0.832 P>0.05 NS
	a) Parents	5.57	2.03	12.09	2.81	6.52	0.78	
	b) Relatives	6.33	4.66	12.33	6.15	6.0	1.49	
	c) Hostel	9.25	5.63	12.72	7.50	3.47	1.87	
	d) Friends	7.14	2.72	12.42	2.86	5.28	0.14	
3	Monthly income							F =14.790 P < 0.001 S ***
	a) Rs.< 10,000	78.7	18.5	35.4	7.5	43.3	6	
	b) Rs.10,001- 20,000	17.18	27.6	13.15	9.33	4.03	18.27	
	c) Rs. >30,000	60.6	15.4	29.6	8.16	31	7.24	
4	Mode of social network use							F =14.790 P < 0.001 S ***
	a) Smart phone only	63.36	15.9	30.61	6.10	2.75	9.8	
	b) Laptop only	53.9	13.4	22.4	7.16	31.5	6.24	
	c) Computer only	52.5	9.6	30.5	7.52	22.0	12.4	
	d) Smart phone and laptop	73.92	16.6	28.82	11.4	62.52	5.2	
	e) Smartphone and computer	56.8	17.0	46.2	10.2	10.6	6.8	
	f) Laptop and computer	78.8	14.4	32.2	7.51	46.6	6.89	

S. NO	Demographic variables	Pre test		Post test		Mean Diff		ANOVA
		Mean	S.D	Mean	S.D	Mean.	S.D	
5	Type of family							F=3.600 P <0.01 S **
	a) Nuclear family	68.4	10.1	33.67	7.91	34.76	2.91	
	b) Joint family	68.75	18.3	29.6	5.54	39.15	12.76	
	c) Extended family	59.8	16.0	45.2	11.2	17.9	4.8	
6	User interest in social network							t=3.120 p<0.01 **
	a) High interest	88.5	17.6	37.05	7.5	51.4	10.1	
	b) Moderate interest	36.24	22.6	12.18	8.21	24.06	14.39	
7	Duration of spending social network							F = 12.320 P < 0.001 S ***
	a) 2-4 hours	52.6	14.4	28.4	7.16	24.2	7.24	
	b) 4-6 hours	60.5	12.4	16.8	11.8	43.7	0.6	
	c) 6-8 hours	55.5	12.6	45.6	6.8	9.9	2.7	
	d) 8-10hours	27.62	10.4	18	7.8	9.62	2.6	

p<0.01 S*p<0.001 S – significant.

The above the table 8 shows that result of association between lifestyle changes with selected demographic variable such as age, mode of stay, monthly income, and mode of social network use, type of family, user interest and duration of spending social network.

It was evident from the above table that there was a statistical significant association of pre and post test mean difference of level of life style changes with age p<0.05, monthly income p<0.001, mode of social network p<0.001, type of family p<0.01, user interest p<0.01, and there is no statistical significance association with other demographic variables.

CHAPTER – 5

DISCUSSION

The study was conducted to evaluate the effectiveness of selected interventional package regarding impact of social network on knowledge and life style changes among students.

The discussion is based on the objectives, review of literature and null hypothesis specified in this study.

5.1: The First objective was to assess the impact of social network among college students.

On Thematic analysis revealed that Out of 80 students a majority, 50 students have the negative impact on their life such as, poor academic performance, mental dullness, Lack of concentration, physical illness, sleeplessness, neglecting the diet on proper time and Less social interaction in society. Many participant reported that social network creating the risk for their personal life, and abolishing the written and oral communication skill and they have reported that they dependent on social network.

5.2: The second objective was to assess the pre and post test level of knowledge regarding impact of social network among college students.

Out of 50 students, a majority, 26(52%) of students are having inadequate knowledge.18 (36%) of students are having moderate knowledge and the remaining 6 (12 %) of students are having adequate knowledge.

The analysis of post test level of knowledge revealed that 34(68 %) of students had adequate knowledge. and remaining 16(32%) of students had moderate knowledge.

In analysis of pre test mean value was 5.06 with S.D 2.79 and post test mean value was 12.08 with S.D 9.5.

The calculated paired “t” value of $t = 20.100$ was found to be statistically significant at $p < 0.001$ level.

This clearly shows that the implementation of selected interventional package regard impact of social network on knowledge among college students.

Hence the null hypothesis (NH1) stated earlier that **“There is no significant difference between pre and post test level of knowledge regarding impact of social network among college students at $p < 0.05$ ”** was rejected.

5.3: The third objective was to assess the pre and post test level of life style changes regarding impact of social network among college students.

On analysis of pre test level of life style changes, out of 50 students, a majority, 44(88%) of students had unhealthy life style and remaining 6(12%) of students had healthy life style.

The analysis of post test level of life style changes revealed that 50(100%) unhealthy life style was modified to healthy life style.

On analysis of pre test mean value was 67.7 with S.D 13.9 and post test mean value was 32.06 with S.D 6.90. The calculated paired “t” value was $t = 12.72$, it was found to be statistically significant at $p < 0.001$ level.

This clearly shows that the implementation of selected interventional package on level of life style changes among college students.

This study finding was consistent with the study conducted by **Mr. Syed Muhammad Rafi, (2014)** to assess the effectiveness of IEC package on effect of internet addiction among adolescent boys between 16-22 years in Bangalore, Karnataka. Total sample size is 100. Data were collected structured questionnaire method on internet addiction after data collection the investigator found out that Seventeen per cent of teenagers psychologically addicted. The investigator administered (IEC) Package among internet addiction student.

Hence the null hypothesis (NH₂) stated earlier that **“There is no significant difference between pre and post test level of life style changes regarding impact of social network among college students at $p < 0.05$ ”** was rejected.

5.4: The fourth objective was to correlation of post test level of knowledge and life style changes regarding impact of social network among college students.

While analysing the post test knowledge, the mean value was 12.08 with S.D 9.5 and the post test life style changes, the mean value was 32.06 with S.D 6.90. The calculated Karl Pearson’s correlation value $r = 0.775$, found to be positive correlation and also statistically significant at $p < 0.001$ level.

This clearly indicates that if the level of knowledge is highly adequate on impact of social network the life style also becomes healthy.

Hence the null hypothesis (NH₃) stated earlier that **“There is no significant correlation between post test level of knowledge and life style changes regarding impact of social network among college students at $p < 0.05$ ”** was rejected.

5.5: The fifth objective was to the associate the pre and post test mean difference level of knowledge and life style changes among college students with their selected demographic variable.

Statistical significant association was found between knowledge and demographic variable such as, educational status of father ($F=3.200$) ($P < 0.05$) were significantly associated with knowledge at 5 % level $p < 0.05$ and the remaining variables such as mode of stay and purpose of social network use were found to be not significant at 5% level.

Statistical significant association was found between life style changes and demographic variable such as, age $p < 0.05$, monthly income $p < 0.001$, mode of social network $p < 0.001$, type of family $p < 0.01$, user interest $p < 0.01$ and there was no statistical significance association with other demographic variable among college students.

Hence the null hypothesis (NH₄) stated earlier that **“There is no significant association in the pre and post test mean difference level of knowledge and life style changes regarding impact of social network among college students at $p < 0.05$ was rejected**

CHAPTER - 6

SUMMARY, CONCLUSION, IMPLICATIONS, RECOMMENDATIONS AND LIMITATIONS

This chapter deals with the summary of the study, conclusion drawn, implication, recommendations and limitations of the study.

6.1 SUMMARY

Social network has become prominent parts of life for many young people today. Most people engage with social network without stopping to think what the effects are on their lives.

There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, Pinterest, Google +, Tumblr, Instagram, gaming sites, and blogs. There are many dangers of social network, including mental and physical implications. Some physical effects of social network are: weight gain, poor posture, eye strain and poor circulation, inadequate sleep and neglecting diet pattern.

Social network may also have effects on mental health, social network to decreased self-esteem, depression, addiction and suicide. That excessive use may leave social network user lonely, detached, and bored and anxiety. Many students suffer disturbed eating and sleeping habits as well as poor performance in college. Many students. Struggle with college work or drop out. They involve risk effects of cyber bullying .this study highlights the significance of IEC Package to modifies the life style and reduces the risk of negative impact social network use and to give the awareness of heath problem among college students.

6.1.1 The objectives of the study were :

1. To assess the impact of social network among college students.
2. To assess the pre and post test level of knowledge regarding impact of social network among college students.

3. To assess the pre and post test level of life style changes regarding impact of social network among college students.
4. To correlate between post test level of knowledge and life style changes regarding impact of social network among college students.
5. To determine the association in the pre and post test mean difference level of knowledge and life style changes among college students with their selected demographic variable.

6.1.2 The study was based on the assumptions that:

1. The College students may use social network frequently and may have decreased knowledge regarding impact of social network which may alter their life style.
2. IEC package regarding impact of social network may enhance the knowledge regarding impact of social network and improve their life style changes

6.1.3 The Null hypotheses formulated were:

The conceptual framework for this study was developed based on the J.W. KENNY'S OPENS SYSTEM MODEL. In the conceptual framework purpose is to enhance the knowledge and to modify the life styles among college students.

The investigator has done an in depth of literature which includes the both theoretical and empirical related to studies which provide strong foundations for the study including the basis for the conceptual frame work and formation of the tool and to select the research methodology.

The research design adopted for this study is embedded design. In this study, Purposive sampling method was used in qualitatively and simple random sampling techniques was used in quantitatively by using lottery method was adopted to select the students. The content validity of the tool was established by 9 experts. Reliability of the tool was established by interrater reliability method the pilot study was conducted at Arunesha arts and science college Tiruvannamalai.

The main study was conducted on in qualitatively 80 students and quantitatively 50 students at Arunesha arts and Science College, Thiruvannamalai.

In quantitative method the data collected were analysed and interpreted based on objectives and null hypothesis using descriptive and inferential statistics. The qualitative method to analysed thematic analysis. The findings revealed that there was significant difference in the level of knowledge regarding impact of social network and life style changes among college students after administration of the selected (IEC) package.

6.1.4. The major findings of the study revealed that:

Qualitative method: On Thematic analysis, revealed that Out of 80 students a majority, 50 students have the negative impact on their life such as, poor academic performance, mental dullness, Lack of concentration, physical illness, sleeplessness, neglecting the diet on proper time and less social interaction in society. Many participants reported that social network creating the risk for their personal life, and abolishing the written and oral communication skill and they have reported that they are dependent on social network.

Quantitative method: On analysis of knowledge pre test mean value was 5.06 with S.D 2.79 and post test mean value was 12.08 with S.D 9.5. The calculated paired “t” value was 20.100 was found to be statistically significant at $p < 0.001$ level.

On analysis of life style changes pre test mean value was 67.7 with S.D 13.9 and post test mean value was 32.06 with S.D 6.90. The calculated paired “t” value was $t = 12.72$ found to be statistically significant at $p < 0.001$ level.

On analysis of post test knowledge, the mean value was 12.08 with S, D 9.5 and the post test level of life style changes mean value was 32.06 with S.D 6.90. The calculated Karl Pearson’s correlation value of $r = 0.775$ was found to be positive correlation and also statistically significant at $p < 0.001$ level.

6.2 CONCLUSION

The present study assessed the Effectiveness (IEC) package regarding impact of social network on knowledge and life style changes among college students in selected college at Tiruvannamalai. The study findings concluded that there was a statistically significant difference in the level of knowledge and life style changes after (IEC) package.

6.3 NURSING IMPLICATION

Nursing practice

- ❖ The nursing personnel, should develop an in depth knowledge and skill about impact of social network.
- ❖ Nurses can collaborate with the other health team members in providing education to the college students regarding impact of social network and ill effects managements.

Nursing education

- ❖ The nurse educators need to be equipped with adequate knowledge regarding to preparation of (IEC) package.
- ❖ The nurse educator should provide adequate knowledge for students regarding impact of social network and healthy life styles
- ❖ The nurse educator should conduct the workshops or conference for students regarding impact of social network.
- ❖ The nurse educator should create the awareness programs in schools and university regarding negative impacts of social network.
- ❖ The nurse educator should strengthen the curriculum for nurses to excel them in knowledge and skill to conduct the mass education program regarding social network use

Nursing administration

- ❖ Nursing administrator should plan effective educational program for students.
- ❖ Nursing administrator should conduct in-service educational program regarding impact of social network ill effects
- ❖ Nursing administrator can strengthen role of nurse in initiating and implementing the (IEC) Package.
- ❖ Nurse administrator should provide incentives and rewards to motivate the nurse to implement the interventional package for improving healthy life style.

Nursing research

- ❖ Nursing researcher should recognize the essence of research is to build a body of knowledge in nursing
- ❖ Nursing researcher motivates the student to conduct more studies to know the effectiveness of (IEC) Package to modify the unhealthy life styles regarding impact of social network.
- ❖ Nursing researcher be aware of the negative impact of social network among students.

6.4 RECOMMENDATIONS

- ❖ This study can be conducted with larger population in a different setting for better generalization.
- ❖ A Comparative study can be done to assess the effectiveness of (IEC) Package on impact social network usage between male and female students.
- ❖ A Study can be conducted to assess the effectiveness of IEC package on college students studying professional course.
- ❖ A Study can be conducted to assess the effectiveness of mass education program for parents/teachers regarding the misuse of social network.

6.5 LIMITATIONS

During period of study the limitation faced by the investigator are as follows

As there were limited studies on effectiveness of IEC package regarding impact of social network knowledge and life style changes among college students, the investigator had difficulty in obtaining related to review of literature.

Researcher found difficulty in to getting permission for data collection.

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APPENDIX -A



VIGNESH NURSING COLLEGE

No. 131, Manalurpet Road, Kizhanaikarai, Tiruvannamalai - 606 603.
Recognized by Indian Nursing Council, New Delhi & Tamil Nadu Nurses & Midwives Council, Chennai
Affiliated to The Tamil Nadu Dr.M.G.R. Medical University, Chennai

LETTER SEEKING AND GRANTING PERMISSION FOR DATA COLLECTION

Date: 02.01.2016

To

The principal
Arunesha arts and Science College
Bypass road
Thiruvannamalai

Sir,

Sub: Requesting to grant permission for data collection – Regarding.

Ms. Priya is a bonafide student of our college studying in M.sc (Nursing) programme. As a partial fulfillment of the university requirement for the award of M.sc (Nursing) Degree, she needs to conduct research project.

Her chosen research project is as follows “A Mixed Methodology Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Lifestyle Changes among College Students Studying in Selected College, Tiruvannamalai”.

She will abide by the rules and regulations of the institution and adhere to the institutional policies during her period of data collection. Permission may kindly be granted to her for conduction of the study at your esteemed institution.

Further details of the proposal project will be furnished by the students personally. Confidentiality will be ensured in the research project.

Thanking you

Yours faithfully


PRINCIPAL,
Vignesh Nursing College,
Kizhanaikarai,
Tiruvannamalai - 606 603.

Phone : 04175 - 235410
Fax : 04175 - 235410

E-mail : vnc_tvmalai@yahoo.co.in
Website : www.vigneshgroupofcolleges.com

APPENDIX – B

TO

The principal

Vignesh Nursing College

Thiruvannamalai

Madam,

Sub: permission for conducting study –Reg

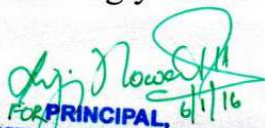
Ref : Your letter dated

With reference to your above letter, we are happy to permit MS. G. Priya ., M.sc (Nursing) 2nd year student to conduct her pilot study and followed by main study on A Mixed method study to assess the effectiveness of IEC package regarding impact of social network on knowledge and life style changes among college student studying in selected college Thiruvannamalai”

Terms and condition:

- A) the candidates should strictly follow the rule and regulation of our college
- B) Whatever details collected should be presented to us for vetting for submission to the college.
- C) Information so collected should be kept strictly confidential.

Thanking you


For PRINCIPAL, 6/1/16
ARUNESA ARTS & SCIENCE COLLEGE FOR WOMEN
New Bye-Pass Road, Venugopalapuram,
Kilnatchipattu, Tiruvannamalai-606 611.

APPENDIX – C

LETTER SEEKING EXPERTS OPINION FOR CONTENT VALIDITY

From

Ms. G. Priya
M.Sc., (Nursing) II Year,
Vignesh Nursing College,
Tiruvannamalai – 606 603.

To

Respected Sir / Madam,

Sub: Requisition for expert opinion for content validity.

I am a second year M.sc (Nursing) student studying in Vignesh Nursing College, Manalurpet Road, Tiruvannamalai, under the Tamilnadu Dr. M.G.R Medical University.

I would like to conduct “A Mixed Methodology Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Lifestyle among College Students Studying in Selected College, Tiruvannamalai”.

Here with I am sending the developed tool for content validity for your opinion and possible suggestions, I would be most obliged if you can do the needful and return it to the undersigned.

Thanking you

Yours faithfully

G. Priya

Enclosure:

- Research proposal
- Research tool and scoring key
- Certificate for content validity
- Self-addressed envelop

LIST OF EXPERTS FOR CONTENT VALIDITY

PSYCHIATRIST EXPERTS:

1. **Dr. M. Selvakumar** M.B.B.S., D.P.M.DNB (PSY) FIPS
Psychiatrist
Appa Mental Hospital
Tiruvannamalai – 606 601.

PSYCHOLOGIST EXPERTS

1. **Ms. M. Yazhini** M.Sc., (PSY) PGDG.,
Psychologist
Appa Mental Hospital
Tiruvannamalai – 606 601.

NURSING EXPERTS:

1. **Mrs.Ciby Jose** M.Sc.,(N) Ph.D.,
Principal
Venkateswara Nursing College
Thalambur, Chennai
Tamil Nadu – 603103
2. **Mr.Vijayakumar** M.Sc.,(N)
Vice principal
Indira College of Nursing
Tiruvallur, Tamil Nadu – 631203
3. **Mrs.Manjula** M.Sc.,(N)
Associate professor
Nandha College of Nursing
Erode, Tamil Nadu – 638 107
4. **Mr.Jayaprakash** M.Sc.,(N)
Associate Professor
E.S College of Nursing
Villupuram, Tamil Nadu – 605 602
5. **Mrs.Jayanthi** M.Sc.,(N)
Associate professor
Omayalachi College of Nursing
Puzhal, Chennai – 600 066
6. **Mrs.Hema Latha** M.Sc.,(N)
Associate Professor
Omayalachi College of Nursing
Chennai – 600 066.

APPENDIX – D

CERTIFICATE FOR ENGLISH EDITING

TO WHOM SO EVER IT MAY CONCERN

This is to certify that the dissertation work **“A Mixed Methodology Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Lifestyle among College Students Studying in Selected College, Tiruvannamalai”**. Done by Ms. G. PRIYA, II year, M.SC (Nursing), student of Vignesh Nursing College, Thiruvannamalai, is edited for English Language appropriateness.

J. MARIA ELAYA GANDHI,
B.Sc., M.A., B.Ed., PGDCA.,
Head Master
R.C.M. High School,
Vandavasi - 604 408.

Seal with Date

10/7/16

J. Maria Elaya Gandhi
Signature

APPENDIX - E

INFORMED CONSENT REQUISITION FORM

I understand that I am being asked to participate in a research study conducted by **Ms. G. Priya**, M.Sc. Nursing Student of Vignesh Nursing College, Tiruvannamalai. This research study will assess the **“A Mixed Methodology Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Lifestyle among College Students Studying in Selected College, Tiruvannamalai”**. If I agree to participate in the study, I will be interviewed. The interview may be recorded and will take place in privacy. No identifying information will be included when the interview is transcribed. I understand that there are no risks associated with this study.

I realize that benefit of the IEC Package and from this study may help either me or other people in the future. I realized that my participation in this study is entirely voluntary, and I may withdraw from the study at any time I wish. If I decide to discontinue my participation in this study, I will continue to be treated in the usual customary fashion.

I understand that all study data will be kept confidential. However, this information may be used in nursing publication or presentation. If I need to, I can contact Ms.G. Priya, M.sc nursing II year student of Vignesh nursing college Tiruvannamalai, at any time during the study.

The study has been explained to me. I have read and understood this consent form, all of my questions have been answered, and I agree to participate. I understand that I will be given a copy of this signed consent form.

Signature of participant

Date:

Signature of investigator

Date:

APPENDIX - F

INFORMED CONSENT

Greetings,

I **Ms. G. Priya** M.Sc., (Nursing) II Year, Vignesh Nursing College, Tiruvannamalai, has been conducting **“A Mixed Methodology Study to Assess the Effectiveness of IEC Package regarding Impact of Social Network on Knowledge and Lifestyle among College Students Studying in Selected College, Tiruvannamalai”**. For the partial fulfillment of the requirement for the degree of the M.sc Nursing under the Tamilnadu Dr. M.G.R Medical University, Chennai.

As a part of research work, I need to collect a data from students. In connection with the same, I seek your valuable support and kind co-operation to complete the frill work related to my research work in time. Further I assure you sir/madam; the information provided by you will be kept confidential and will not be disclosed at any stage. Your precious support is solicited.

Thank you

APPENDIX – G

COPY OF TOOL FOR DATA COLLECTION

SECTION – A DEMOGRAPHIC VARIABLES

1. Age in Year

- a) 18 – 19
- b) 20 – 21
- c) 22 – 23

2. Educational status of Parents

- a) Non literate
- b) Primary school education
- c) Secondary school education
- d) Graduate

3. Monthly Income

- a) Rs. < 10,000
- b) Rs. 10,000 – 20,000
- c) Rs. >20,000

4. Type of family

- a) Nuclear family
- b) Joint family
- c) Extended family

5. Area of Residence

- a) Rural
- b) Urban

6. Living with parents

- a) Parents
- b) Relatives
- c) Hostel
- d) Friends

7. Mode of social network use

- a) Smart phone only
- b) Lap top only
- c) Computer only
- d) Smartphone and laptop
- e) Smartphone and computer
- f) Laptop and computer

8. User interest in social network use

- a) High interest
- b) Moderate interest

9. Duration of spending social network

- a) 2 – 4 hours
- b) 4 - 6 hours
- c) 6 - 8 hours
- d) 8 - 10 hours

10. Type of social network use

- a) Whatsapp only
- b) Face book only
- c) You tube only
- d) Whatsapp and face book
- e) You tube and face book

11. Purpose of social network use

- a) Study only
- b) Entertainments only
- c) Chatting with friends only
- d) Chatting with friends and entertainment
- e) Making new friends

SECTION-B
FOCUS GROUP QUESTIONNAIRE

1. Describe the impact of social network in your day to day life activities?
2. Life movements and memories are an integral part of our Lives. Shall we like them to be viewed by everyone around as? Will you face any risk in using them? How?
3. Do you accept that using the social network will shape your communication skills? How?
4. Do you think that the technologies in the social network are helping or suffering your ability to connect with the most important people in your life?
5. How the social network is making you less interaction in society?
6. Are you dependent on the social network? What are the implication it creates in your life style?

STRUCTURED KNOWLEDGE QUESTIONNAIRE

1. Is too much social network use bad for teen's health?
 - a. Is maintaining teens mental health
 - b. Is affecting teens mental health
 - c. Is not affecting teens mental health
2. Does social network create social isolation?
 - a. People becoming more sociable
 - b. People becoming more sociable
 - c. People become closest relationship
3. What impact has social network truly had on society?
 - a. It will creating cyber bullying
 - b. It will negative expose negative idea
 - c. It will expose the mental illness
4. In which ways social network negative impact on student life?
 - a. It will creating the unwanted message
 - b. It will reduce the communication skill
 - c. It will make the student in more social interaction
5. How social network affects physical health?
 - a. Lack of exercise, improper food intake
 - b. Mental stress
 - c. Depression
6. Does social network cause loneliness's?
 - a. Social network user less loneliness
 - b. Social network user not less loneliness
 - c. Social network user become more loneliness
7. In which ways social network positive impact on student life?
 - a. It makes a student in more sociable
 - b. It makes a student in mentally wellness
 - c. It make a student in easy to assess the curriculum

8. How social network affects mental health?
 - a. Excessive use of social network
 - b. Poor sleep
 - c. Physical inactivity
9. What are all the risk can create the online the social network on student life?
 - a. It will creating teens in Cyber bullying
 - b. It will creating teens in struggle to work
 - c. It will creating teens in difficult to concentrate
10. How social network is changing personal relationship?
 - a. Creating and maintaining relationship
 - b. Developing the intimate relationship
 - c. Affecting the interpersonal relationship

LIFESTYLE MODIFICATION SCALE

S.No	Question	Rarely	Occasionally	Frequently	Often	Always
	Physical changes					
1	Do you neglect your exercise because of amount of time you spend in social network					
2	Do you feel head ache , backache while using long period of social network					
3	Do you neglect house hold chores to spend more time in social network					
	Diet pattern changes					
4	Do you feel that you are ignoring your regular diet pattern due to using of social network					
5	Do you feel that you are having weight loss because of excessive use of social network you are decrease in maintaining healthy diet					
6	Do you have frequent health problem while using long period of social network					
	Sleep pattern changes					
7	Do you lose sleep due to late night social network use					
8	Do you feel that you are struggle to stay awake while inactive such as sitting reading					

9	Do you feel you have difficult to paying attention , concentration and anybody's said you look tired after long period use of social network					
	Academic performance changes					
10	Does your academic performance suffer because of the amount of time you spent social network (ex) post bonding things , not meeting deadline					
11	Do you feel preoccupied with the social network to difficult to concentrate to your studies					
12	Do you feel your grade suffer because of amount of time you spend in social network					
	Social activities changes					
13	Do you choose to spend more time in social network over going out with other					
14	Do you feel that you are not interacting in society					
15	Does others in your life complain to you about the amount of time you spend in social network					

	Mental activities changes					
16	Do you fear that your life without the social network would be boring , empty, or joyless					
17	Do you feel depressed mood, nervous when you are not in social network and do these feelings go while when you go back social network					
18	Do you try to cut down on the amount of time you spent social network and fail					
19	Do you find yourself anticipating when you will go social network again					
20	Do you block disturbing thoughts about your life with soothing thoughts of the social network					

SECTION – C: INTERVENTION TOOL FOR ASSESSING KNOWLEDGE AND LIFESTYLE CHANGES REGARDING IMPACT OF SOCIAL NETWORK AMONG COLLEGE STUDENTS

SCORING KEY:

There is 10 items in structured knowledge questionnaire regarding impact of social network on knowledge, the total score is 10.

Method of scoring:

S.NO	LEVEL OF KNOWLEDGE	SCORING
1	Inadequate knowledge	<50 %
2	Moderately knowledge	51-75%
3	Adequate knowledge	>75%

There is 20 items in Life style modification scale regarding impact of social network of life style changes, the total score is 20.

Scoring key:

Method of scoring

Rarely	Occasionally	Frequently	Often	Always
1	2	3	4	5

SCORING INTERPRETATION

1– 50 - Healthy life style

51- 100 - Unhealthy life style

APPENDIX – H
CODING FOR DEMOGRAPHIC VARIABLES

SECTION – A DEMOGRAPHIC VARIABLES

CODE NO:

12. Age in Year

d) 18 – 19	1
e) 20 – 21	2
f) 22 – 23	3

13. Educational status of Parents

e) Non literate	1
f) Primary school education	2
g) Secondary school education	3
h) Graduate	4

14. Monthly Income

d) Rs. < 10,000	1
e) Rs. 10,000 – 20,000	2
f) Rs. >20,000	3

15. Type of family

d) Nuclear family	1
e) Joint family	2
f) Extended family	3

16. Area of Residence

a) Rural	1
c) Urban	2

17. Living with parents

e) Parents	1
f) Relatives	2
g) Hostel	3
h) Friends	4

18. Mode of social network use

- | | |
|----------------------------|---|
| g) Smart phone only | 1 |
| h) Lap top only | 2 |
| i) Computer only | 3 |
| j) Smartphone and laptop | 4 |
| k) Smartphone and computer | 5 |
| l) Laptop and computer | 6 |

19. User interest in social network use

- | | |
|----------------------|---|
| c) High interest | 1 |
| d) Moderate interest | 2 |

20. Duration of spending social network

- | | |
|-----------------|---|
| e) 2 – 4 hours | 1 |
| f) 4 - 6 hours | 2 |
| g) 6 - 8 hours | 3 |
| h) 8 - 10 hours | 4 |

21. Type of social network use

- | | |
|---------------------------|---|
| f) Whatsapp only | 1 |
| g) Face book only | 2 |
| h) You tube only | 3 |
| i) Whatsapp and face book | 4 |
| j) You tube and face book | 5 |

22. Purpose of social network use

- | | |
|--|---|
| f) Study only | 1 |
| g) Entertainments only | 2 |
| h) Chatting with friends only | 3 |
| i) Chatting with friends and entertainment | 4 |
| j) Making new friends | |

APPENDIX – I
SECTION - III
IEC PACKAGE - LESSON PLAN

Topic	:	Impact of social network knowledge and lifestyle changes
Group	:	college student
Time	:	45-50 min
Place	:	Arunesha arts and Science College
Teaching method	:	Lecture cum discussion
Instructional aids	:	Power point

GENERAL OBJECTIVE

Participants will develop in depth knowledge regarding impact of social network on knowledge and life style changes.

SPECIFIC OBJECTIVE

At the end of the class the participants will be able to

- ❖ Explain the definition of social network.
- ❖ Explain the risk factors associated with life style on social network.
- ❖ List out the negative and positive impact of social network.
- ❖ Describe the physical inactivity and benefits of physical activity on social network addiction.
- ❖ Enumerate the effect of sleeplessness.
- ❖ Point out the tips to improving the life style modification.
- ❖ Explain about prevention of social network addiction.

S.NO	TIME	SPECIFIC OBJECTIVES	CONTENT	TEACHING ACTIVITY	LEARNER ACTIVITY	A.V AIDS	EVALUTION
1.	3 Min.	Introduce the topic	INTRODUCTION Social network have become prominent parts of life for many young people today. Most people engage with social network without stopping to think what the effects are on our lives.	Introducing	listening	PPT	Post test
2.	3 Min.	Explain the definition of social network	social network is a website that brings people together to talk, share ideas and interests, or make new friends negative impact	Explaining	Listen carefully	PPT	Post test
3.	4 Min.	Explain the risk factors associated with life style on social network	If you are using more than 9 hours you are more likely to get Anxiety, depression, mood swings, loneliness, irritability mood, feel more stress, More risk to develop internet addictive behaviors Now a days young people are more engaged in social network, countless hours sitting one place and chatting with their friends. due to using of social network they affecting her health.	Explaining	Listen carefully	PPT	Post test

4.	10 Min.	List out the negative and positive impact of social network	<p>Negative impact of social network</p> <p>There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, Pinterest, Google +, Tumblr, Instagram, gaming sites, and blogs</p> <ul style="list-style-type: none"> ❖ Impact of social network the many dangers of social network, including mental and physical implications. ❖ physical effects of social network are, weight gain, poor posture, eye strain and poor circulation ,inadequate sleep neglecting diet pattern ❖ Social network may also have effects on mental health, social network to decreased self-esteem, depression, addiction and suicide. ❖ Excessive use may leave social network user lonely, detached and bored, anxiety. ❖ Many students suffer disturbed eating and sleeping habits as well as poor performance in college. Many students, struggle with college 	Explaining	Listen carefully	PPT	Post test
----	---------	---	---	------------	------------------	-----	-----------

			<p>work or drop out. They involve risk effects of cyber bullying.</p> <p>Positive impact</p> <p>Friends: Making friends has become easier with these social networking sites like face book, Google+ and twitter etc.</p> <p>Empathy: By connecting with friends through social networking sites we share all of our good and bad experiences with friends. This will improve the relationship between friends and thus creating good bonding.</p> <p>Rapid communication: Everybody is becoming so busy with their lives that they don't even have time to communicate with their family members</p> <p>Be in touch with the world: Not only communicating with friends within the circle but we can also make friends worldwide easily. We can build a network of friends and we can share our ideas, photos and videos through these sites</p>				
--	--	--	--	--	--	--	--

5.	5 Min.	Describe the physical inactivity and benefits of physical activity on social network addiction	<p>Physical in activity</p> <p>When you are not physically active, you are more likely to:</p> <ul style="list-style-type: none"> • Get heart disease • Get type 2 diabetes • Have high blood pressure • Have high blood cholesterol • Have a stroke • Obesity • Depression • Osteoporosis <p>Benefits of Physical Activity</p> <p>Regular physical activity is one of the most important things you can do for your health. It can help:</p> <ul style="list-style-type: none"> • Control your weight • Reduce your risk of cardiovascular disease • Reduce your risk for type 2 diabetes and metabolic syndrome • Reduce your risk of some cancers • Strengthen your bones and muscles • Improve your mental health and mood 	Explaining	Listen carefully	PPT	Post test
----	--------	--	--	------------	------------------	-----	-----------

6.	5 Min.	Enumerate the effect of sleeplessness	<p>When you are not sleep properly, you are more likely to</p> <ul style="list-style-type: none"> • You consistently don't get enough sleep or have poor quality sleep • You wake up feeling like you didn't get any rest • You have trouble staying awake while driving • You struggle to stay awake while inactive, such as sitting reading or watching TV • You yawn or blink frequently • You have difficulty paying attention or concentrating • You have disconnected thoughts or frequent daydreams • You have performance problems at work or school • You are told by others that you look tired • You have memory problems • You have a slow reaction time • You have mood swing 	Explaining	Listen carefully	PPT	Post test
----	--------	---------------------------------------	---	------------	------------------	-----	-----------

7.	5 Min.	Point out the tips to improving the life style modification	<p>Stick to a sleep schedule</p> <p>Go to bed and get up at the same time every day, even on weekends, holidays and days off. Being consistent reinforces your body's sleep-wake cycle and helps promote better sleep at night.</p> <p>Pay attention to what you eat and drink</p> <p>Don't go to bed either hungry or stuffed. Your discomfort might keep you up. Also limit how much you drink before bed To avoiding the Nicotine, caffeine and alcohol deserve caution, too. it can disrupt sleep later in the night</p> <p>Create a bedtime ritual</p> <p>Do the same things each night to tell your body it's time to wind down. This might include taking a warm bath or shower, reading a book, or listening to soothing music</p> <p>Get comfortable</p> <p>Create a room that's ideal for sleeping. Often, this means cool, dark and quiet. An environment.</p>	Explaining	Listen carefully	PPT	Post test
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8.	10 Min.	Explain the prevention of social network addiction	<p>Prevention of social network addiction</p> <ul style="list-style-type: none"> ➤ Avoid denial ➤ Educate your self ➤ Schedule Your Time: Schedule certain hours, every day or once every two days, and commit to them! ➤ Honor Your Plans : we choose to ignore some plans we have with friends in order to spend more time ➤ Don't Mix Work with Pleasure: When your work involves social network utilization, try, whenever possible, to stay away from social network after your working hours are over. <p>Pick Up a New Hobby</p> <ul style="list-style-type: none"> ➤ Yoga ➤ Meditation ➤ Involve the outdoor game activity away from your computer ➤ Involve the family celebration among society 	Explaining	Listen carefully	PPT	Post test
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			<ul style="list-style-type: none">➤ Dairy writing➤ Develop hobby of collecting the samples➤ Exercise➤ Listening the music➤ Involve recreational activities➤ Involve the guided imaginary				
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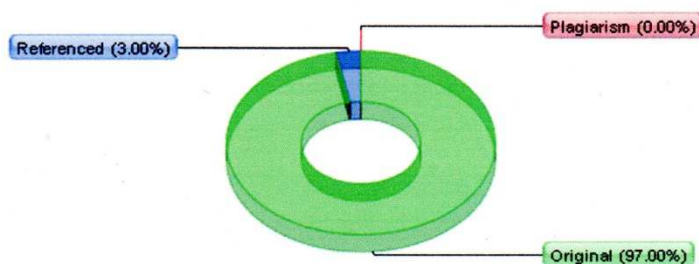


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